

CANADA'S

# OIL

*Edmonton*

# OIL

CENTRE

CITY OF OPPORTUNITY

## INDEX

### THE COVER:

Imperial's Schoepp Golden Spike No. 1 well, first in production February 10, 1949, with an effective production zone of 544 feet in the D3 Devonian reef formation. Initial tested potential—10,000 barrels daily. Located 15 miles south-west of Edmonton, it is tied in to the Leduc-Woodbend pipeline system which feeds the giant 10 million dollar Imperial Oil Refinery at Edmonton.

—Photo by Ranson

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## A WORD TO

# Management

## INTERESTED IN INDUSTRIAL AND BUSINESS EXPANSION IN EDMONTON

"EDMONTON — CANADA'S OIL CENTRE"—is designed to introduce to you our conception of the business and industrial future to which Edmonton is heir.

Its present facilities and advantages are here portrayed in word and picture—and an appreciation of its magnificent potential has been developed as accurately as our factual and statistical analysis has allowed us to forecast.

Your queries will be welcomed, and held in confidence. Full information on each phase of the city's development will be made available to you at your request, and your projects receive the fullest assistance Edmonton can offer.





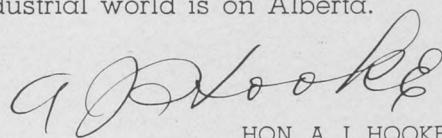
## INDUSTRIAL HARMONY *in Alberta*

Alberta is on the threshold of a great industrial era. An important part of the Province's industrial development is the Alberta Industrial Development Board. The purpose of this board is to aid and develop new industries and at the same time be helpful to existing industries.



Co-operation with two organizations; the Alberta Council of Research and the Alberta Industrial Corporation, is essential in the operation of the board. The Research Council's staff of technicians give the board technical advice concerning industry, and important information relative to raw materials. The Alberta Industrial Corporation, empowered to lend money for business and manufacture, has a revolving capital. This capital is raised by issue and sale of debentures guaranteed by the Province or by temporary borrowing also guaranteed on behalf of the Province.

Alberta's future industrial prospects are bright and the spotlight of the industrial world is on Alberta.



HON. A. J. HOODE  
MINISTER OF ECONOMICS

## ALBERTA - *a good place to live!*

● Climate healthful and invigorating with very low humidity. Air clear and bracing.

● Maximum individual freedom compatible with the best interests of the community.

● Intolerance — racial or religious — for all practical purposes, unheard of.

● Good schools—Alberta's school system and university recognized as outstanding by leading North American educationalists.

● Active cultural, social, and religious groups and the growth of art, music, and drama in the community allow the fullest development of personality and self-expression.

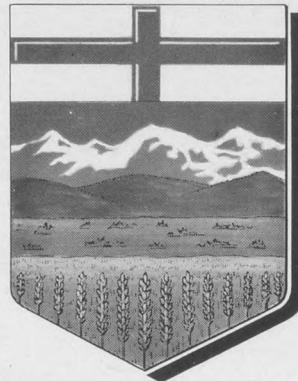
● Holidaying and recreation for all. Lakes, rivers, valleys and mountains set forth in relief this parkland province. The "great outdoors" accessible to all—at neighbouring lakes or world famous mountain resorts.

● Broad constructive health policy of provincial government includes free maternity, poliomyelitis and tuberculosis hospitalization.

● Good roads and highways pave the way for happy, prosperous towns.

● Alberta produces nearly all its basic foods—and has large quantities of farm and dairy produce for export.

● A brilliant industrial future . . . a securely high living standard . . . the power and raw materials to make this feasible.



A M E S S A G E

*from*

ALBERTA'S  
P R E M I E R

Alberta is one of the world's great store houses of natural wealth. In the forty-four years of its existence as a Province it has been unable to do more than sample the richness and variety of its endowment.

In the pages to follow you will be told much about our natural resources, actual and potential industrial progress, cultural and educational temper, and the role of Edmonton, rapid-growing Provincial Capital in our widening program of development. It is with conscious pride, yet humble in the thought of our good fortune, and the pioneering spirit and endurance of our people, many of whom are today vanquishing the west's last frontiers, that I would draw your interest to the material factors.

Mere figures are inadequate to express the scope of our natural resources. In oil, gas, coal, salt, gypsum, in timber, in farm and dairy products, in hydro-electric potential, in a multitude of lesser minerals, materials and manufactures, many of the proven reserve figures are well into the billions, whether barrels, tons or bushels be the measure.

Alberta has a ready welcome to those who would join her friendly and progressive people—join them in achieving their rational and realizable aim—security, comfort, and a satisfying field of endeavor for all.

HON. ERNEST C. MANNING  
PREMIER OF ALBERTA



## THE CITY OF EDMONTON COUNCIL, 1950

The City of Edmonton is governed by a Mayor and ten Aldermen and by two City Commissioners,  
Mr. John Hodgson and Mr. D. B. Menzies.

### ALDERMEN

R. F. L. HANNA

H. E. TANNER

DR. R. M. CLARE

K. L. LAWSON

F. J. MITCHELL

F. A. FORD

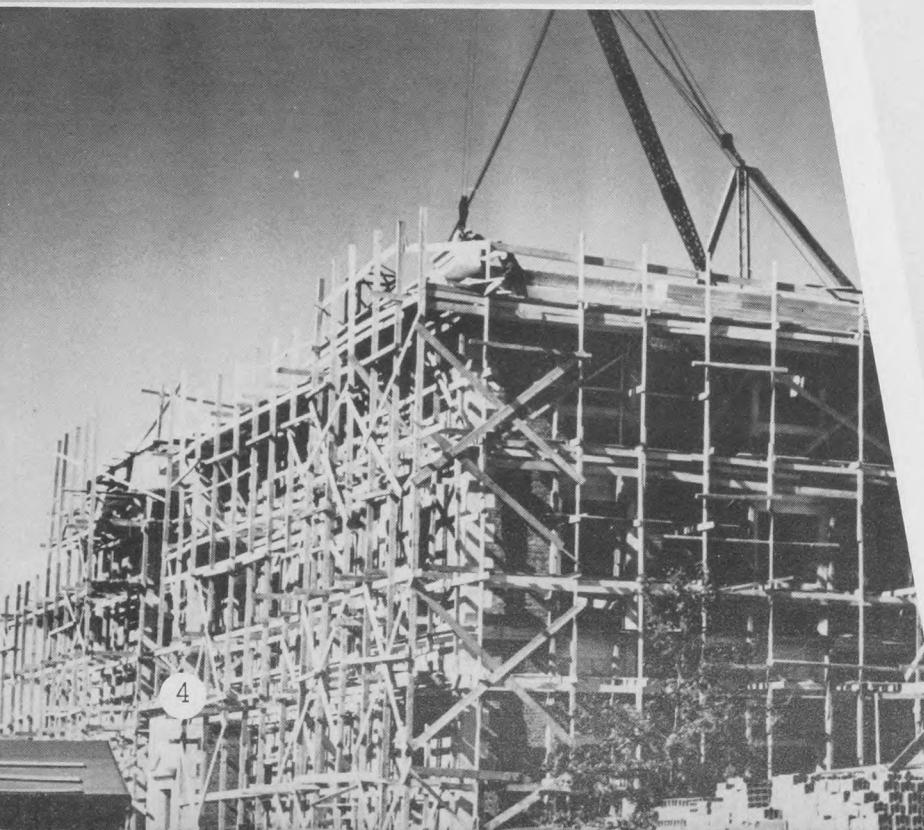
A. BISSET

E. I. CLARKE

W. HAWRELAK

S. S. BOWCOTT





# This is EDMONTON

Oil and the air age combine with great scenic beauty to assure the future of this provincial capital. In the heart of rich farmland, Edmonton is a centre for oil, natural gas, coal, timber, and grain, meat, fish, and dairy products — a producer, a processor, a distributor of a host of commodities — and one of the world's strategic air centres.

Its growth has been phenomenal! Fifty years ago—in the wilderness that was the West—a scant 4,000 souls had settled here. Today, to 150,000, Edmonton is "home".

Fort Edmonton, a Hudson's Bay Company trading post, was founded a few miles from the site of the present city. That was in 1795. The old fort was destroyed by Indians in 1807, a new fort being built the following year within the



limits of the present city. In 1906, Edmonton was chosen the capital of the newly formed Province of Alberta, and became a focal point in the formation of a political and economic Empire—the Canadian West; its history instinct with the drama of explorer, trapper and trader; Indian, missionary and "Mountie"; the swift influx of settlement; the coming of the machine and "Metropolis".

Yet, circled with its diadem of lake-dotted parkland, throned high on the broad banks of the mighty River Saskatchewan, this once humble prairie outpost, now Canada's oil centre and provincial capital, has become an outward symbol of progress and prosperity, of purposeful yet peaceful living to its ever growing population.

For all the amenities of living are here: modern merchandising facilities; public-owned power, light, water, telephone, and transportation; a school and health system in the forefront of modern educational and medical practice; many beautiful churches; healthy outdoor recreation; music, art and drama groups; and the people who tread its broad, tree-lined avenues display the city's unfailing air of true Canadian hospitality and open-heartedness.



# EDMONTON'S *Population* SOARS

Growth of population in young vigorous Edmonton has always been steady, at times striking, since the turn of the century, when, a town of just over 4,000 people, it jumped to 14,000 by 1906. In that year Edmonton was chosen as the Capital City of Alberta.

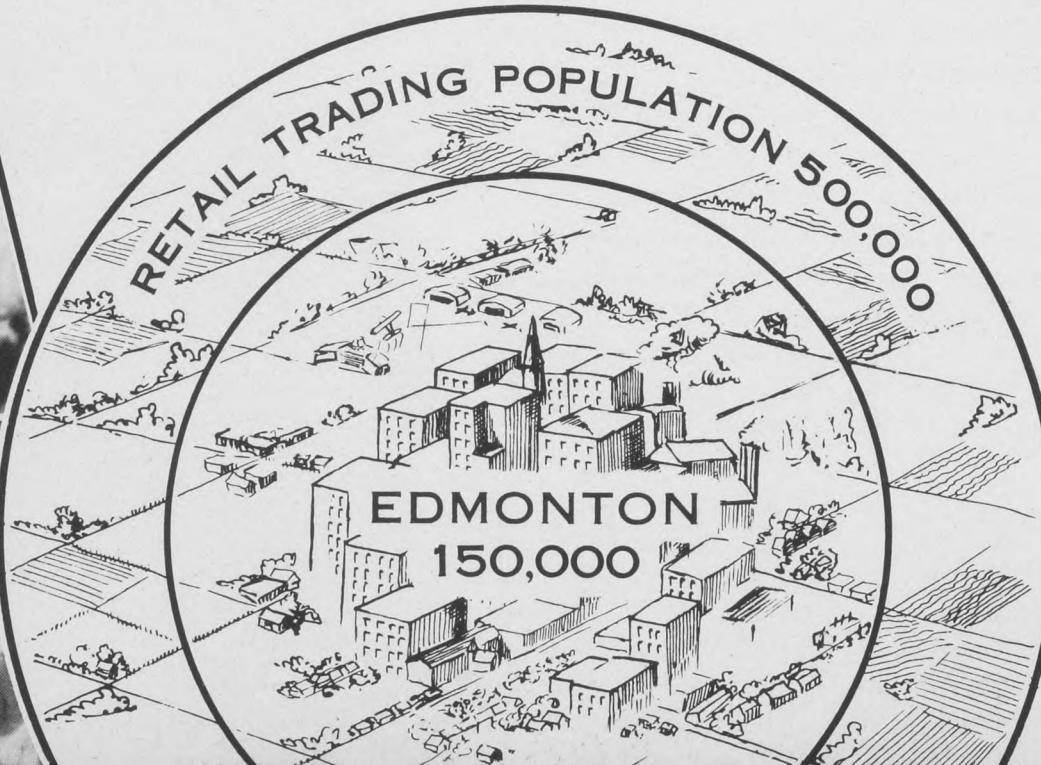
In the 18 month period from January, 1948, to June, 1949, population increase has been startlingly swift, with nearly 20,000 new residents disclosed by civic census. Official figures indicate a population now for Edmonton proper of 137,469 people; and including the suburbs constituting greater Edmonton, a figure of 150,000 by the end of 1949.

No small contributing factor in the upward population curve, Edmonton's health record is one of the best in Canada. Its infant mortality rate one of the lowest in North America. In 1948, for example, the birth rate per 1,000 living births stood at 31.9%—with only a single maternal death in 3,939 babies born.

Edmontonians and Albertans generally are largely (circa 75%) British born, or Canadian born of British stock; the remaining portion owing to continental European origin. Proportion of males to females is about equal.

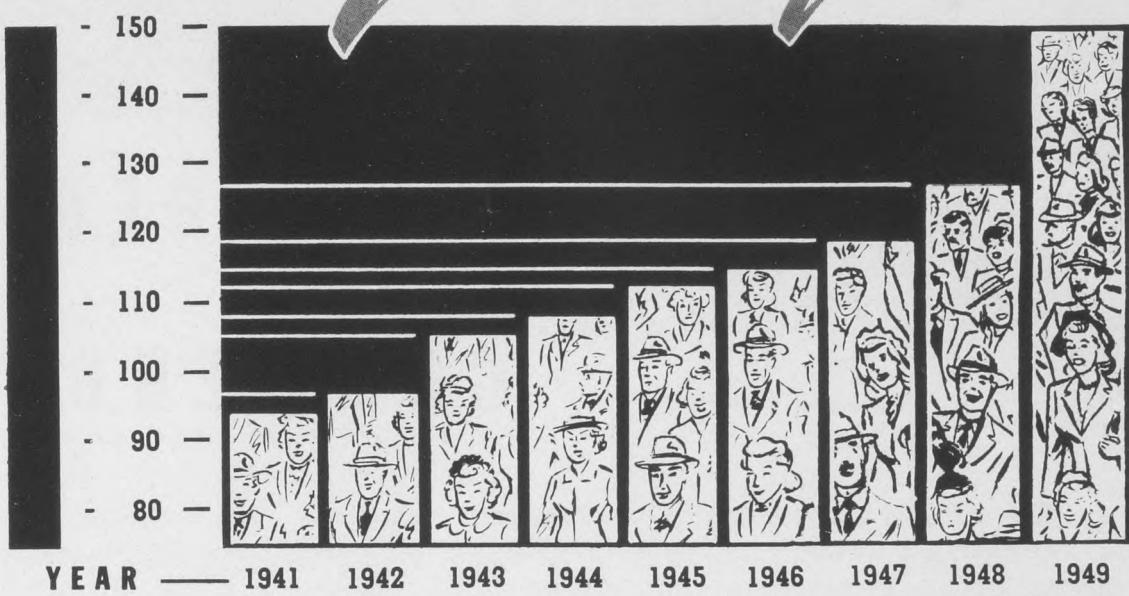
Norman D. Wilson, Traffic Expert of Toronto, in Edmonton recently to survey requirements of the city-owned Edmonton Transportation System predicted:

"The city will certainly have 150,000 population by 1950, and most certainly 200,000 and not impossibly 250,000 by 1960."



# Growing...

POPULATION  
in Thousands



WELCOME

COSMOPOLITAN Tues. 12.15

GYRO CLUB Tues. 12.15

KINSMEN CLUB Alt. Fri. 6.30

KIWANIS CLUB Mon. 12.15

LIONS CLUB Thurs. 12.15

OPTIMIST CLUB Thurs. 12.15

ROTARY CLUB Thurs. 12.15





# EDMONTON'S *Aggressive* CHAMBER OF COMMERCE

Edmonton has an aggressive Chamber of Commerce comprising 1,200 energetic business and professional members and geared to serve its membership and assist in developing the community with a maximum of studied thoroughness and a minimum of despatch.

Organized in 1889, the Chamber has, over the years, given leadership to the developments which now number amongst Edmonton's assets, and the weekly meetings of the Chamber's elected Council give continuous study to matters of local, provincial and national importance.

Problems in connection with housing, industrial development, transportation and highway development, legislation, aviation, taxation, traffic improvement, civic development and planning are all scrutinized by Committees for action by the Council.

For the membership, trade subjects, marketing, shipping and rate matters are considered by the appropriate groups in promoting wider markets for agriculture and other primary products abounding in this area and in securing new industrial activity here.

For visitors to Canada's Oil Centre, all the regular services of the Chamber office are available, and the courteous staff is prepared to render prompt efficient service.

To those interested in Edmonton and its developments, opportunities and potentialities, a warm invitation is extended to permit the Chamber to serve you. Factual and concise information in statistical form will be prepared upon request covering such fields as marketing, merchandising, population trends, production, employment, licensing, governmental regulations and administrative orders and like subjects.

Enquiries should be addressed to:

THE EXECUTIVE SECRETARY,  
EDMONTON CHAMBER OF COMMERCE,  
MCLEOD BUILDING  
EDMONTON, ALBERTA.



*Here's a natural*  
**MARKET**

Edmonton lies at the hub of a rich arable and timbered parkland, embracing in its minimum limits the vital centre of a province over one-quarter million square miles in area.

Raw materials — the primary products of river, lake, farm, forest and mine—are funneled through Edmonton as the major distribution centre between Winnipeg and Vancouver, a distance of over 1,200 miles.

Illustrative of the great natural market, which wheelspokes from Edmonton as its hub, are these few figures (province wide in scope): in 1947, the value of goods manufactured in Alberta totalled \$263,000,000; mineral production was valued at \$62,000,000; while the yield alone of the three grains, wheat, oats and barley adds up to 230,000,000 bushels. This year, for oil and natural gas alone, during the month of May, production totalled 1,581,619 barrels, valued at \$4,322,831.

Through the wholesale and retail merchandising houses of the capital, a dependable buying population of over 400,000 people in a steady income group transact their business. Bank clearings for 1948, for example, totalled close to \$866,718,439, as compared with \$217,964,792 in 1940.

To accommodate its two-way traffic, serving vast areas of the West and the Far North, requisite handling and storage facilities are being developed—keeping pace with the ever-widening complex of transport arteries, air, rail, road and river, webbing Edmonton strategically with the areas of greatest trading.





## RAIL TRANSPORTATION

With the proven future of the oil development in the vicinity of Edmonton becoming more definite every day, the resultant increase in railway traffic emphasises the importance of Edmonton as a transportation centre. The Canadian National Railways car loadings as reflected in the increased handling of oil tank cars to and from the Redwater and other contingent oil fields, have reached fantastic figures. More than 80,000 cars a month have been handled through the Edmonton terminals by this company alone.

Canadian Pacific report great increase in their Edmonton business, as also does the Northern Alberta Railway. The tremendous increase in railway car loadings is the sure index of solid community growth and indicates Edmonton's brilliant place in Alberta's rapidly growing picture.

Canadian National Railways transcontinental system maintains its Alberta District and Edmonton Divisional Headquarters in Edmonton.

Canadian Pacific transcontinental network includes main east-west lines through the south of the province with north running connections to their Edmonton Divisional Point.

Northern Alberta Railways with headquarters in the city serves the mighty Peace River area, connecting with the Alaska Highway; while N.A.R. to Waterways-McMurray, 300 miles north of Edmonton is take-off point for the extensive river transport to the gold and uranium mines and settlements of the Canadian Arctic.

Branch lines offer comprehensive coverage of local points. Local freight facilities (with highly organized transfer and storage agencies) are capable of handling all types and amounts of carload and less than carload lots. Express traffic is fully developed. To further anticipate future requirements, Canadian National Railways is building a new half-million dollar freight terminus.

In railway transport alone Edmonton offers you: one, three railway systems to serve you; two, spur sidings in industrial and wholesale areas; three, railways purchasing agents located in the city; four, a reputation for care and competence; five, an impressive safety record.

Some idea of the importance of Edmonton as a distribution centre may be gained from the Provincial Bureau of Statistics figures for the value of the province's combined wholesale and retail trade for 1949: over \$990,000,000. In this trade Edmonton as a rail centre is a significant factor.

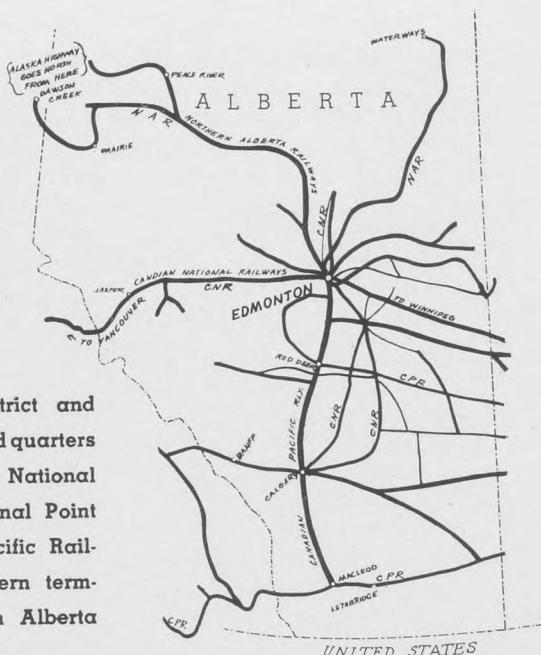




## BUS, TRUCK AND CITY TRANSPORTATION

The Edmonton Transit System—city owned—is a fast modern service, with 177 vehicles serving 90 miles of round-trip routes. Soon all routes will be served by fast, convenient trolley-coach (34 miles are so served now)—and new arteries will supplement cross-town lines. Despite extensive private car ownership, ETS popularity may be gauged by its passenger traffic—over 36,000,000 in 1949.

Commercial bus and truck service has kept pace with the expansion and improvement of the Provincial Highways System. Five major bus lines terminate in the city's newly enlarged Union Bus Depot; while well over 2,000 commercial carriers ranging from heavy trucks to light delivery vehicles are licensed by the City of Edmonton alone. To these add the licensed and bonded public service vehicles, which operating through Edmonton, provide direct line continental connections—with fast loading and unloading at the door. Huge trucks, semi-trailers and refrigeration cars are available for freight transport. Many make regular runs to Alaska over the famed Alaska Highway.



Edmonton is District and Divisional Headquarters for the Canadian National Railways. Divisional Point for Canadian Pacific Railways and Southern terminus for Northern Alberta Railways.





# AIR *transportation*

"The most air-minded town in Canada"—that's how they describe Edmonton.

So it has been since the now almost legendary exploits of the pioneering "bush pilots," until the no less remarkable present—when oil is sought by air with radar. Today it is realized that in Edmonton this continent possesses a strategic, military and commercial air centre of not merely continental, but world wide significance.

For Edmonton's 12-million-dollar airport caters to air lines connecting with Europe, the Orient and the Antipodes. Its present volume of traffic has been checked at 10,000 aircraft movements per month. A customs port of entry and exit, the City of Edmonton-operated airport is usable at all seasons of the year.

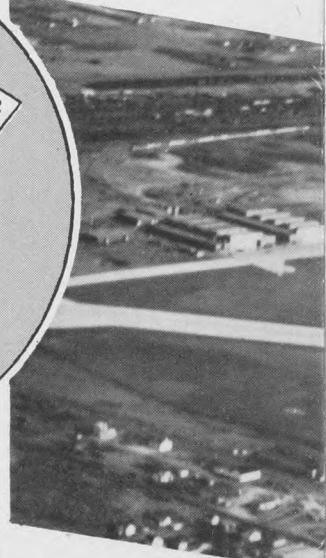
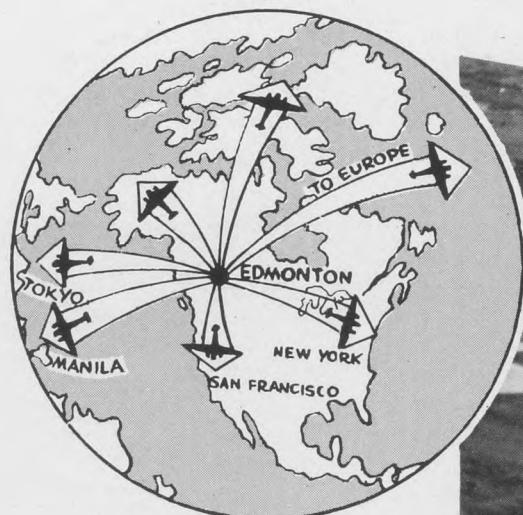
Edmonton Civic Airport was Canada's first municipal airport (1926); became in 1930, western Canada's first Class A airport. War and the bustling Northland business developed it. Recognition of its vital location and commercial convenience has transformed it into a full-modern, 750 acre airport, with 3-mile long concrete runways, 16 hangars, 200 small buildings, employing 1,000 people.

Trans-Canada Airlines provide daily North Star East-West service—3 hours to Vancouver, 8½ to Toronto—with trans-Atlantic hookups to Great Britain, and trans-Pacific to Australia, New Zealand and the Far East. Air cargo and air express are carried.

Canadian Pacific Airlines are similarly well equipped to offer service. Closely identified with traffic to Alaska and the Yukon, CPA estimate its north bound freight at 1,000,000 pounds annually.

AT THE

## "CROSSROADS OF THE WORLD"



Edmonton is the northern terminus of the proposed (effective 1950) Western Air Lines route from Los Angeles; while it is on the international main line of North West Airlines: New York - Tokyo - Manila.

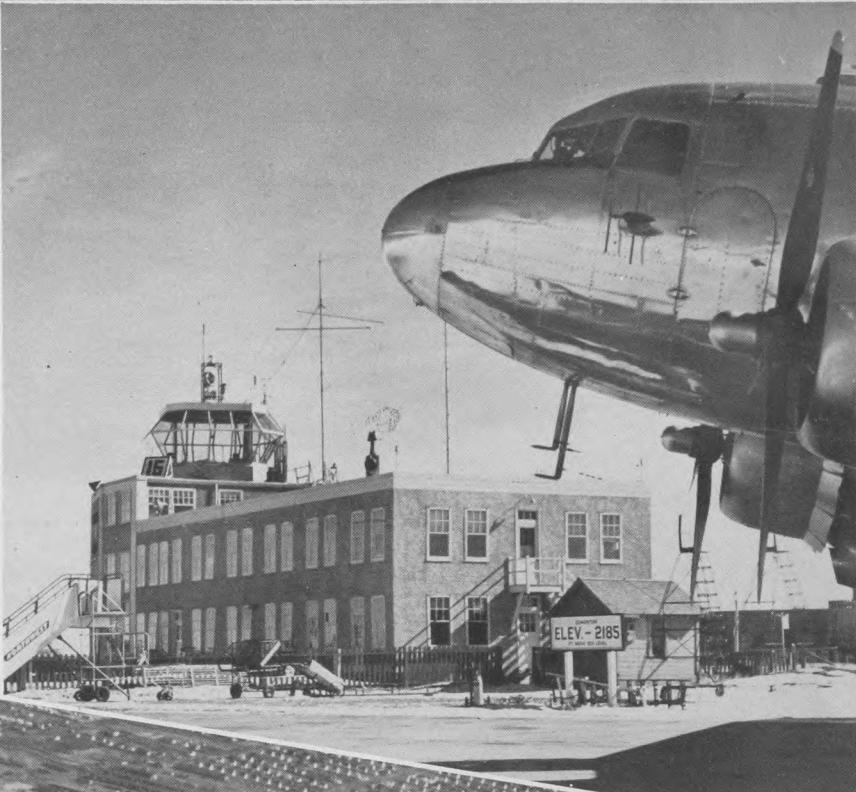
Many other Charter Trip Companies also operate from the Edmonton airport.

Within ten minutes' drive from the downtown shopping and hotel district, Edmonton Civic Airport is thoroughly equipped for the care and



servicing of aircraft. Seven hangars are available for transient traffic; major repairs can be undertaken, and gas (87, 90, 91, 100-octane) and all grades of oil are obtainable. For northern float aircraft, Cooking Lake sea-plane base is only 20 miles from the city.

Located at the smog-free city's geographical centre, airport has all facilities for landing, including radar (G.C.A. and I.L.S.) and has intensive lighting for night operations. It maintains a central independent forecasting station with class A meteorological facilities. Communication media are complete and comprehensive.



#### **VIEW OF THE EDMONTON AIRPORT**

Its strategic location and superb equipment have made it one of North America's leading air terminals. Houses the Executive aircraft of many of the larger oil companies; USAAF and RCAF use it also. North-West Air Command of RCAF based in Edmonton, estimated to cover in geographic

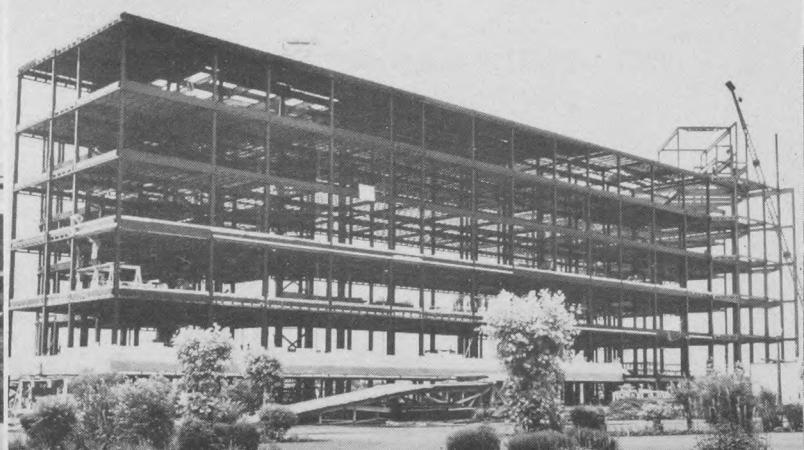
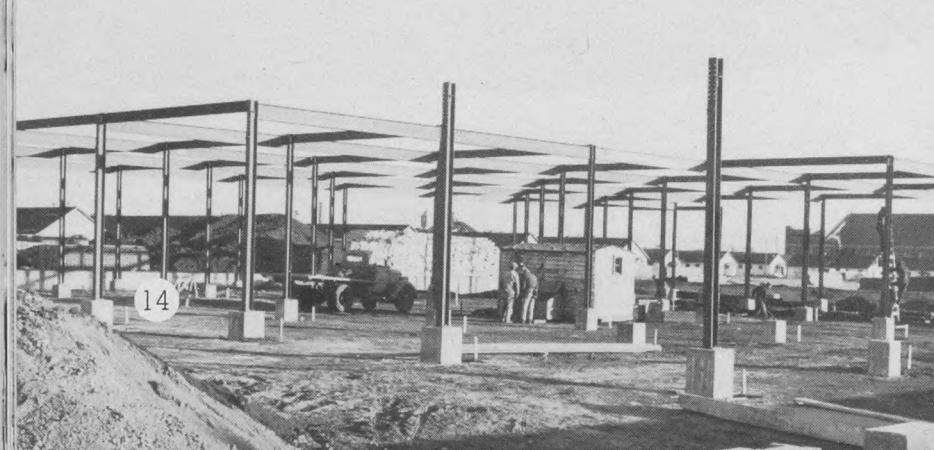
area one of the largest single military commands in the world. Here also is the Western Army Command Headquarters. Nine miles north of the city, Namao boasts one of the largest military airports on the continent.

# Building

Extent of current building construction in Edmonton has been characterised as "unbelievable," for the post war building boom shows little sign of slackening here—rather, builders are concerned with plans for several years ahead. It would seem that everywhere one turns, new buildings, public and private, industrial and domestic, municipal, provincial, federal are in process of erection, are being completed, or their future site designated "sold" awaiting initial construction. A recent survey indicated that the greatest per capita construction pace on the North American continent will be established here in 1950. In 1949, Edmonton's construction rate equalled that of any city on the entire continent on a per capita-dollar basis, being over \$40,000,000.

With \$65,000,000 in building projects already under way or planned for 1950, officials predict the year's construction total in Edmonton and immediate district may be expected to reach nearly \$100,000,000.

Besides the already completed \$11,000,000 Imperial Oil Refinery at the City's eastern bounds, McColl Frontenac Corporation and British American Oil Company both have commenced construction on \$10,000,000 refineries nearby. A vital pulp and paper mill is to be located in the near vicinity at an estimated \$10,000,000 cost.



Demolition of existing buildings to make way for the 16 storey addition to the Macdonald Hotel at a cost of \$5,000,000 is already underway.

Here are a few samples of projects and actual estimated costs:

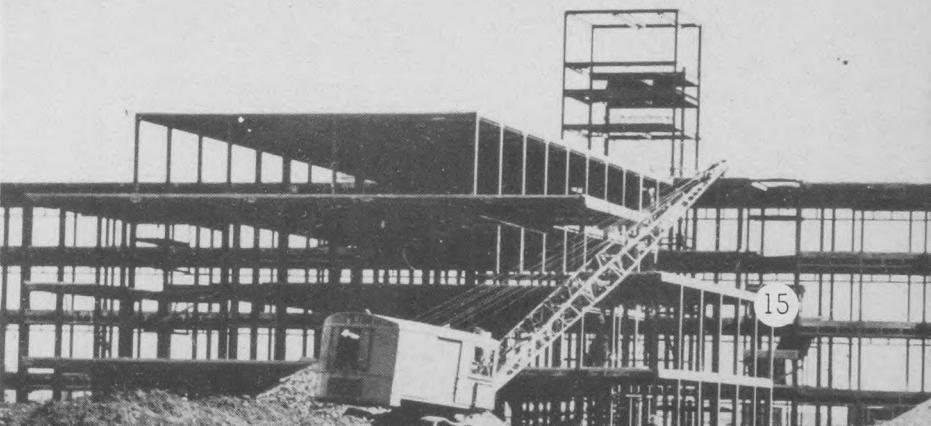
University Hospital addition	\$2,500,000
C. Woodward Ltd., South Side Store	2,000,000
University Library	1,500,000
C.N.R. Freight Terminus	1,000,000
C.N.R. Postal Centre	1,000,000
Alberta Government Telephone Bldg.	1,000,000
Coca Cola Co. Ltd.	800,000
T. Eaton Co. (Western Ltd.), New 3rd Floor	1,000,000
Union Bus Depot Enlargement	3,000,000
Gaults (Alberta) Ltd. Warehouse	300,000
C. Woodward Ltd. Warehouse	250,000
Alberta College Dormitory	250,000
Weston Bakeries Ltd.	1,250,000
Firestone Tire and Rubber	150,000
Crane Ltd.	250,000
Kraft Foods Ltd.	150,000
Dominion Rubber	150,000

In 1949 well over 100 companies allied with the oil industry opened offices, warehouses and machine shops in the city.

Governmental building planned for the immediate future calls for an expenditure of over \$9,000,000. This includes a new Federal Building, at an estimated \$4,000,000. Public Schools valued at \$5,000,000 will be built and the University will continue its \$9,000,000 program. City churches are planning projects valued at a \$3,500,000 total. Departmental stores will spend at least \$4,000,000 in construction and expansion, while retail stores will spend more than \$5,000,000. Warehouses, commercial buildings and office buildings will spend an estimated \$18,000,000 or more!

Perhaps most typical of the demand for new industry is the experience of one American business man, who, a month after arriving here began turning out an initial quota of 5,000 concrete blocks a day. He hopes soon to find time to finish building his plant!

In view of the unprecedented growth of Edmonton, the city found it necessary to appoint a professional town planner in the person of Mr. Noel Dant in order to co-ordinate city planning and industrial development.



## TREND of the Times

Graphic illustration of the trend of the times are the mounting totals by year, of Edmonton's building program. They reflect the confidence of the businessman, the investor, the employer and the home-acquiring employee in the assured and stable future to be found here.

In the six-year period 1944-49, construction values increased fivefold; while 1943-44 represents the peak of "wartime" permanent and emergency construction.

YEAR	BUILDING PERMITS	VALUE
1940	1,442	\$ 2,636,870
1941	1,937	3,422,925
1942	1,808	3,367,720
1943	2,654	6,720,130
1944	2,549	5,759,105
1945	3,161	7,988,348
1946	3,661	15,020,453
1947	2,805	13,182,665
1948	4,079	27,123,329
1949	5,792	40,050,063



## Natural Gas DEVELOPMENT

Richness of the potential supply of natural gas for the Alberta consumer may be gauged from the fact that as at February, 1949, the existing and proven reserves were considered to amount to 4.26 trillion cubic feet. The ultimate marketable, dry, clean gas expectation—3.49 trillion cubic feet. By the end of 1949, proven provincial gas reserves stood at an estimated 7 trillion cubic feet! Expert opinion considers that the gas reserves of Alberta—yet to be proven, could be many times this figure.

Northwestern Utilities Limited, the natural gas utility which serves the City of Edmonton and Northern Alberta, plans expenditures of over \$4,000,000.00 in 1950 for plant additions. The company has found it necessary due to the rapid growth of the city, to expand further its production, transmission and distribution facilities. Eight additional wells will be connected to its gathering system in the large Viking-Kinsella gas field, bringing the number of connected wells to sixty-four.

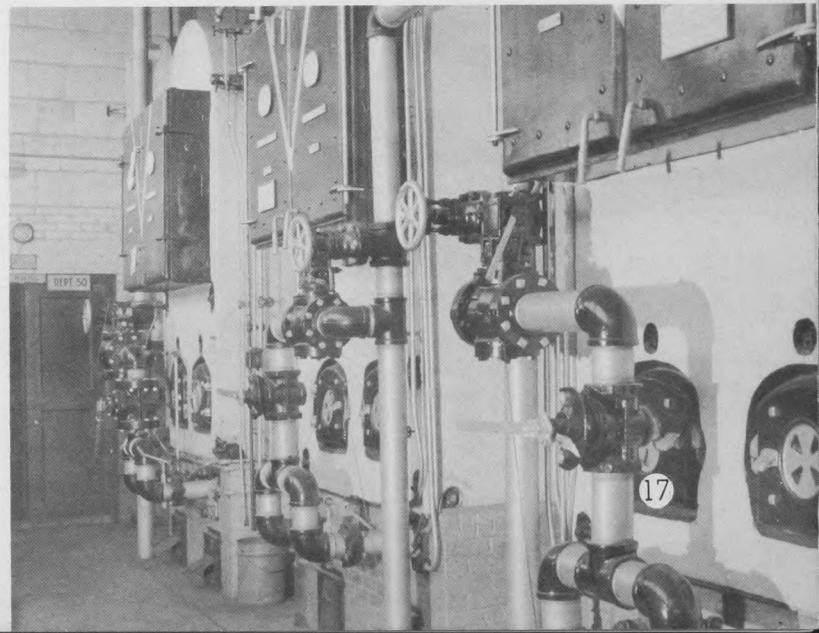
In addition to this further development of the Kinsella field, Northwestern Utilities plan to bring to the city gas from the Imperial Gasoline Plant in the Leduc Oil Field. Expenditures of over \$1,100,000 are necessary to tie this new source of supply into the system serving Edmonton.

A certain portion of the gas from Leduc will be used in the City of Edmonton Power plant, with the remainder being fed into the Company's Edmonton distribution system.

The recently formed "Alberta Inter-field Gas Lines Limited," at Edmonton, will move to ensure consumers are supplied with natural gas as cheaply as possible.

The company's plan calls for creation of one province-wide gathering system integrated with existing natural gas pipe lines designed to avoid wasteful and unnecessary duplication and overlapping which always results in excessive costs to the ultimate consumers.

The seemingly inexhaustible supply of natural gas in Alberta as a source of fuel and power at inexpensive rates is a factor worthy of the greatest consideration by industrialists and management contemplating expansion of industry and business at Edmonton.





**RICH IN**

# Agriculture

More than 500,000 people resident in 100,000 farm homes covering nearly 40,000,000 acres of arable land comprise what could be termed the agricultural population of Alberta. The value of all agricultural production in 1948 exceeded 547 million dollars. The value of the by-products from these agricultural "raw materials" is beyond current tabulation.

Alberta with its rich, new, variegated soil produces a wide variety of farm products. Edmonton is located in the exceedingly fertile black soil zone which is the province's largest producer of coarse grains, a heavy producer of fodders and feeds, the home of a large percentage of the province's milk cows and the accompanying creamery and cheese manufactories.

Alberta wheat growers have won more championships than those in any other single wheat growing area; Alberta beef stock stands high in quality on world markets, close attention being paid to the improvement and perfecting of the breeding strains; Alberta is a major swine producer, over 60 percent marketed from the Edmonton-pivoted black soil zone.

The province affords an agrarian area of 100,000,000 acres of which 70 per cent is arable. The 20,000,000 acres at present under cultivation, and the millions of acres of lush grazing lands provide wheat, coarse grains, forage, root and fodder crops, milk, beef, swine and poultry in near-prodigal plenty. With the far from negligible returns from honey, wool, sugar beets and similar products added to the value of the furs from





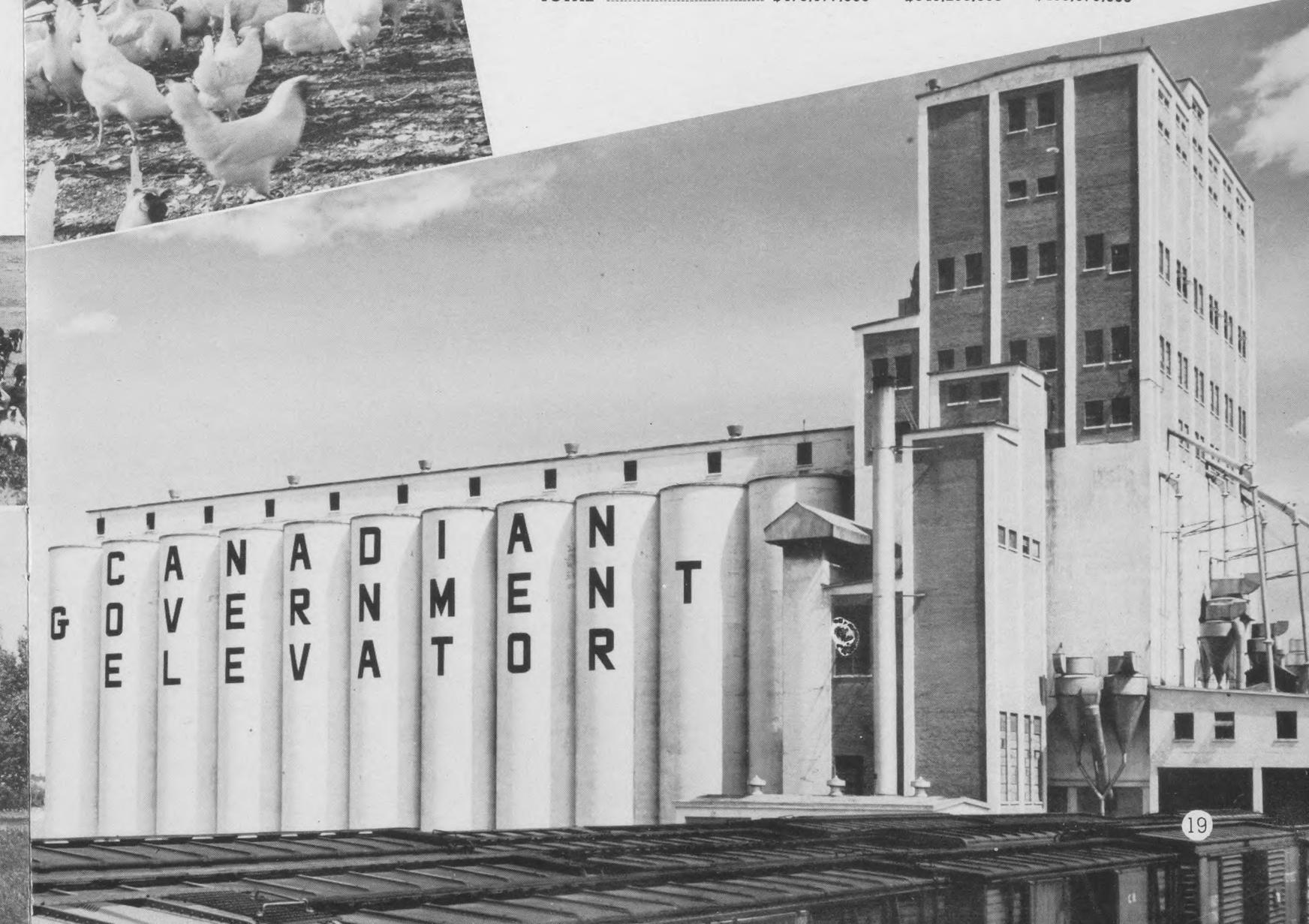
Alberta's 1,400 fur farms, the total cash income to Alberta producers from the sale of all farm produce in 1948 stood at 40 million dollars below the half-billion dollar mark. This return from largely "extensive" cultivation of less than half the agricultural area in the province capable of being occupied.

Edmonton is the favored distribution centre for nearly 100,000 square miles of the heavily producing mixed farming belt, including the 33,000-odd square miles Peace River area, renowned for its world wheat kings, its fresh, wild scenery, as yet only fractionally occupied and cultivated.

Enlightened agricultural policies, assiduous and constant research, public awareness of agriculture as a vital component of Alberta's well-being and prosperity—all guarantee the continued development and stability of agriculture in Alberta. Extremely high incidence of individual farm ownership is further guarantee of stability.

The relation of the various agricultural products groups to the total gross value of agricultural production may be observed from the following table for 1947 and 1948 (figures for the latter year are unrevised):

	1947	1948	1949
Field Crops .....	\$312,628,000	\$320,166,000	\$244,443,000
Animals Marketed .....	91,063,000	140,242,000	133,951,000
Dairy Produce .....	46,811,000	56,117,000	52,560,000
Poultry Produce .....	21,059,000	24,675,000	22,025,000
Honey .....	1,430,000	995,000	580,000
Wool .....	654,000	519,000	447,000
Fur Farming .....	2,232,000	2,585,000	1,867,000
TOTAL .....	\$475,877,000	\$545,299,000	\$455,873,000





## Power AND Water

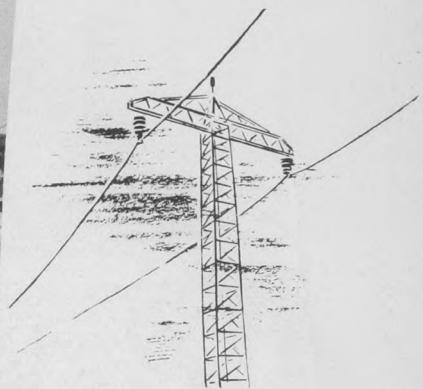
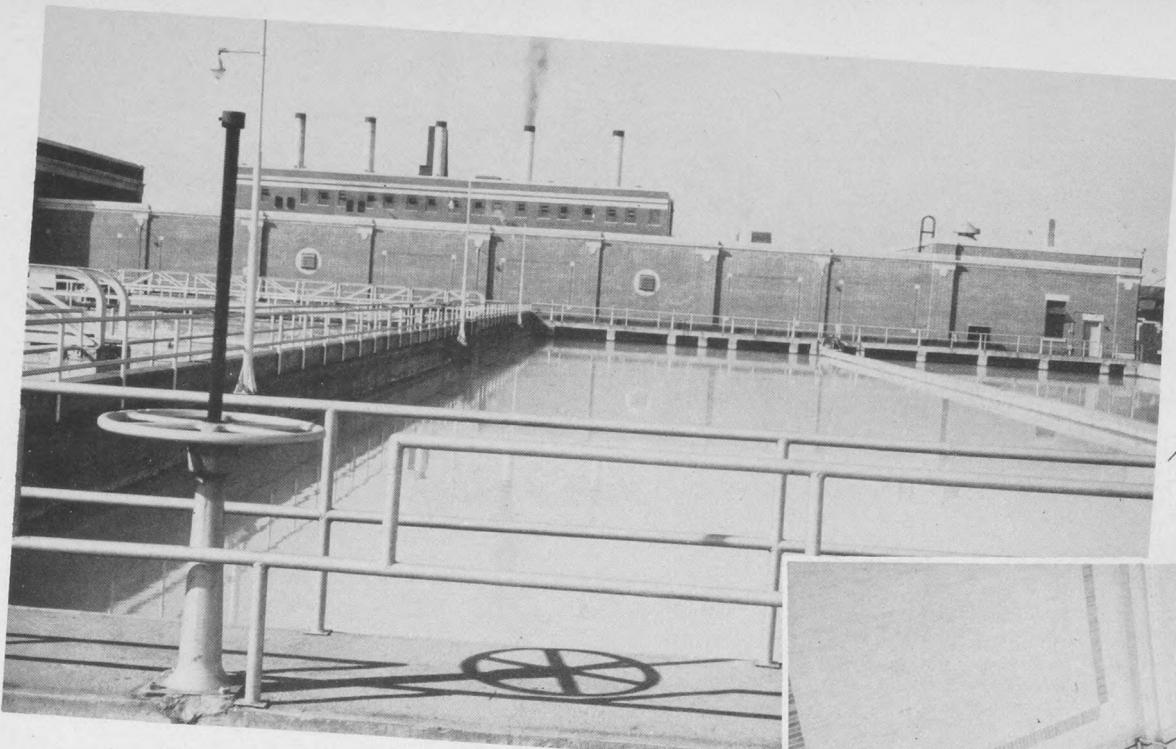
The City of Edmonton owns and operates its 70 thousand kilowatt, \$10,000,000 electric generating station, largest of its kind in Canada. The plant, on the banks of the North Saskatchewan River is centrally situated. Ample coal supplies from district mines and gas supplied from Northwestern Utilities Limited provide the plant's motive power.

Equipment includes two modern steam turbo-generators of 15,000 k.w. each, one of 10,000 k.w., and a 4,000 k.w. turbine. These, together with a recent \$2,000,000 conversion adding a new 30,000 k.w. turbo-generator, with requisite water tube boilers and auxiliary equipment affords a capacity of over 70,000 k.w. or 100,000 h.p. While effect of this addition on production figures is yet to be recorded, plans are already being laid for the provision of another similar unit in the near future to serve Edmonton's mounting industrial needs. Tempo of this development may be gauged from the power increases apparent from the following annual figures: 1945—162,835,900 (k.w.h.); 1946—142,933,800; 1947—167,246,600; 1948—188,691,200; to September 1949—180,330,100. Estimated total to be generated in 1949—270,000,000 k.w.h.

All of the city's other utilities as well as domestic and commercial consumers have their power provided by this municipally-owned utility.

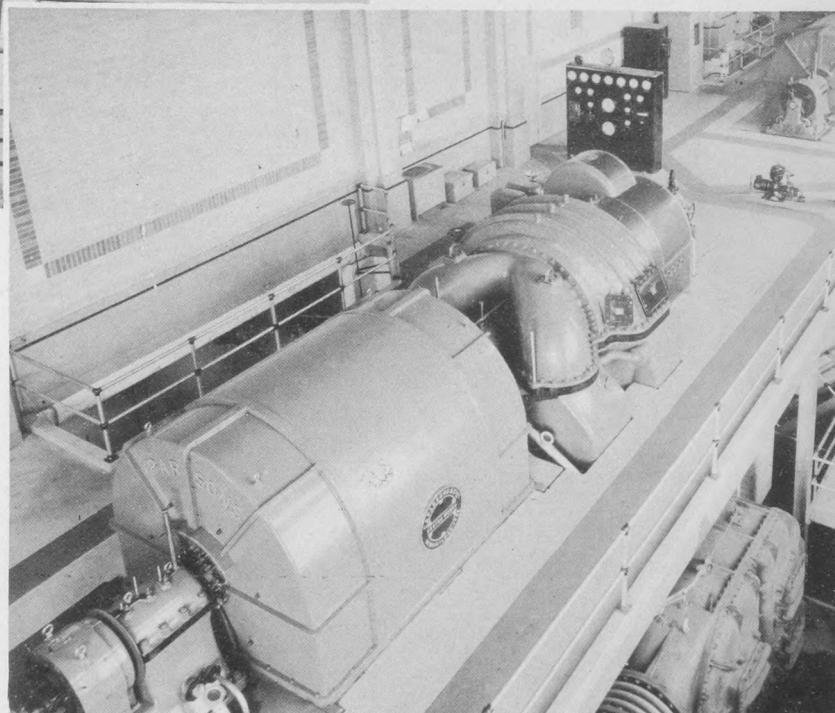
Adjacent to the power plant are sited the water works, filtration, and pumping plant. Utmost care is exercised in line with modern public health practice to assume adequate supplies of bacteria-free, filtered water for the city's requirements from the river as the source. Moreover, Edmonton is one of the few cities on the continent to soften its water to an average of 75 parts per million. Thereupon after mechanical filtering and treating, the water is driven to the mains. Present output of the plant is in the neighborhood of 25,000,000 gallons of water per day.

Evidence of the efficient operation of the Edmonton water supply is substantiated by the annual amounts pumped into the Waterworks Distribution System. In millions of Imperial gallons, for 1944—3096.0; 1945—3238.5; 1946—3281.0; 1947—3351.0; 1948—3657.0; to end of September 1949—2296.5 Imperial gallons.



## AVERAGE WATER ANALYSIS

	Summer Months May to Sept. Inclusive	Winter Months Oct. to April Inclusive
Dry Residue	8 p.p.m.	
Sodium Chloride (NaCl)	5 p.p.m.	
Calcium Sulphate (CaSO <sub>4</sub> )	6 p.p.m.	
Magnesium Sulphate (MgSO <sub>4</sub> )	28 p.p.m.	
Calcium Bicarbonate Ca (HCO <sub>3</sub> ) <sub>2</sub>	52 p.p.m.	
Magnesium Bicarbonate Mg (HCO <sub>3</sub> ) <sub>2</sub>	0 p.p.m.	
Sodium Sulphate	22 p.p.m.	
Aluminum and Iron Oxide (Al <sub>2</sub> O <sub>3</sub> - Fe <sub>2</sub> O <sub>3</sub> )	-	
Silica (SiO <sub>2</sub> )	-	
TOTAL SOLIDS	121 p.p.m.	164 p.p.m.
Total Hardness	73 p.p.m.	73 p.p.m.
p H Value	8.7	8.6
Bacteria Count per Cubic Centimeter	3	3
Bacteria Coli	Nil	Nil



## POWER RATES

### THREE-PHASE POWER 220-Volt Service

For 1st 500 K.W. Hours @ 1.2c
For next 1500 " " @ 1.1c
" " 3000 " " @ 1.0c
All over 5000 " " @ 0.9c

Plus a service charge of 50c per H.P. connected or K.V.A. of Demand.

#### MINIMUM CHARGE PER MONTH:

For the 1st 20 H.P. of connected load 75c per H.P. per month.  
For that portion of load over 20 H.P. connected load 50c per H.P. per month.

Minimum bill \$2.25 per month (3 H.P.)

#### DISCOUNT:

5% if paid within ten days from date of bill.

Lower rates available for high voltage services on application.

## WATER RATES

### METERED SERVICES

	Consumption per Month	Rate per 100 cu. ft.	Min. Charge Per Month
From	0 to	800 cu. ft. .... 31c	\$ 1.12
"	800 to	1,800 cu. ft. .... 28c	2.48
"	1,800 to	4,000 cu. ft. .... 26c	5.04
"	4,000 to	7,000 cu. ft. .... 23c	10.40
"	7,000 to	13,600 cu. ft. .... 21c	16.10
"	13,600 to	21,000 cu. ft. .... 19c	28.56
"	21,000 to	28,000 cu. ft. .... 18c	39.90
"	28,000 to	36,000 cu. ft. .... 16½c	50.40
"	36,000 to	100,000 cu. ft. .... 15½c	59.40
"	100,000 to	500,000 cu. ft. .... 14½c	155.00
"	500,000 to	1,500,000 cu. ft. .... 13½c	725.00
"	1,500,000 to	3,000,000 cu. ft. .... 12½c	2,025.00
"	3,000,000 cu. ft. upwards	11c	3,675.00



## Communications

The largest population centre between Winnipeg and Vancouver and jump-off point to the mineral-rich, militarily strategic North West Territories, Yukon and Western Arctic, capital of a province comprising one quarter of a million square miles in area, Edmonton is a vital communications centre fully equipped with the most modern facilities in radio, press, telephone, cable and telegraph.

Edmonton and district is served by two daily newspapers with a combined circulation of 80,000. International and local coverage is provided.

The best in Canadian radio entertainment may be enjoyed from one or other of the five radio stations in the city. A wide variety of intellectual, social and commercial interests are sponsored through local radio. On CBX Trans-Canada service of the Canadian Broadcasting Corporation is provided, while CKUA, operated by the Alberta Government Telephones operates 17 hours daily non-commercial broadcasts. Commercial stations, CJCA carries Trans-Canada Network programs, CFRN, the Dominion Network of the C.B.C., while CHFA is an all-French language station. Several of the stations feature both A.M. and F.M. transmission.

The City of Edmonton owns and operates its own automatic telephone system with over 32,000 telephones (over 15,000 commercial) in use. Long distance service is provided by the Alberta Government Telephones system within the province connecting with Trans-Canada telephone service.



New City of Edmonton Telephone Building. Also shown is the old City Telephone Building and the new Provincial Telephone Building at extreme right.

Directly above: CJCA Radio Station transmitter.

World wide cable connections are provided through Canadian National and Canadian Pacific Telegraphs.

Within the past few years an immense, far-flung and interlocking system of communications designed for specific military, economic and strategic purposes has spanned the vast reaches of Canada's Pacific Northwest and Western Arctic (including Alberta's extreme north and the Mackenzie River Basin). In consequence, isolated trading posts, mining fields, weather stations, airports, trans-shipment points, police posts—even the lonely trapper—are in ready touch with the main centres of civilization.

Some of the agencies operating in this area from Edmonton include the major, commercial, Northwest Communications System owned by the Department of Transport and operated by the Canadian National Telegraphs; the Dominion Government Telegraphs, the Northern Alberta Railway Telegraphs, the Air Services Branch of the Department of Transport, combining Civil Aviation, Radio and Meteorological services, the Royal Canadian Corps of Signals, and the Royal Canadian Air Force (which under I.C.A.O. charter co-ordinates all "mercy-flights" and rescue work in the Far North). The Northwest Communications System, a main artery for telephone and teletype transmission is connected with major Northern British Columbia, Yukon and Alaskan points.

# Fuel - FOR INDUSTRY

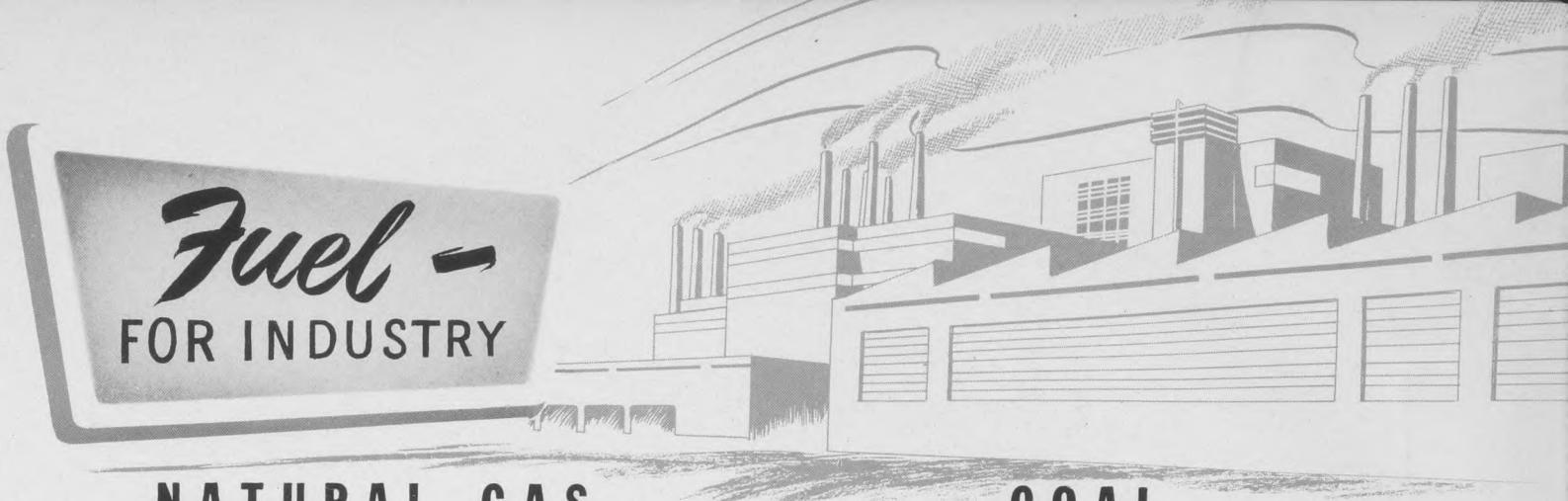
## NATURAL GAS

Edmonton is provided with a dependable source of natural gas fuel for industrial and domestic use at rates among the lowest on the continent. The Viking-Kinsella-Fabyan natural gas field 80 miles south-east of Edmonton has an estimated reserve of gas in the neighborhood of 1000 billion cubic feet. This is the source field for Northwestern Utilities Limited. This company in addition to supplying domestic requirements affords industrial loads to such diverse consumers as packing plants, city power station, Imperial Oil Refinery, and to carbon dioxide and dry ice producers. Growth in the utilization of natural gas locally is shown by the company's consumption figures for four years as follows: 1945—8,221,752,000 cubic feet; 1946—8,494,948,000 cubic feet; 1947—9,526,357,000 cubic feet; for 1948—10,806,462,000 cubic feet; and for 1949—11,843,921,000 cubic feet.

The gas is odorized for safety, has a specific gravity of 0.6, an average calorific value of 1059 B.t.u.s per cubic foot at standard conditions. Moreover, intermediate pressure pipe lines are available in many industrial areas, for consumer convenience in utilizing the gas at any desired pressure.

General domestic rate \$2.00 for the first 4M cubic feet or less, additional consumption 20c per M cubic feet. Optional schedules available to commercial and industrial consumers afford lower average rates as annual consumption increases. Consequently, under special rates for large industrial plants, where high load factors prevail, the average annual rate could be as low as 11.6c per M cubic feet.

**Northwestern Utilities Limited Warehouse and shop with pipe yard occupying complete city block located in new light industrial zone of city.**



## COAL

In 1945 Alberta's visible coal reserves were fixed at 46.5 billions of tons — an enormous figure! Alberta produces 50% of Canada's coal. Her production in 1947 was 8,074,596 tons valued at \$36,317,343, while in 1948 with an output of 8,111,013 tons an all time high in value of \$41,875,044 was reached.

This will, however, probably be equalled, or even surpassed by 1949 production. For the first ten months of 1949 coal production showed an 8.36% increase over the same period in 1948. For the same time an increase in value of 9.30% was recorded. Nearly all grades and kinds of coal are mined in the province.

The vast deposits of coal underlying Edmonton and district provide nearly a half-million tons of coal per year, and this capacity can be enormously expanded. It is classified as sub-bituminous (New Canadian Classification), and is a free-burning, non-coking, coal, which ignites easily and burns with a long, smokeless flame. It is widely used for domestic heating, for steam raising, and is satisfactory for overfeed and underfeed stokers. Analysis gives the following typical composition: Moisture 19%; Ash 7%; Volatile matter 30%; Fixed carbon 44%; Heat value, 9,700 B.t.u./lb.

Two types of mines are prevalent in the Edmonton area: strip and deep mine. Typical prices at the mine-head for the latter include: Lump—\$6.55; Mine—\$6.25; Stoker—\$4.85; and Slack—\$2.25. Speedy delivery by truck and rail assures a reliable year-round supply to the consumer.





Aerial view of City of Edmonton. Area immediately to right of Macdonald Hotel in foreground is site of new 300-room addition now under construction at a cost of \$4,500,000.00

—Photo by Ranson



# CANADA'S Oil CENTRE

Nineteen forty-nine was the greatest year of achievement in the history of the Canadian oil industry. Nineteen fifty is expected to set even greater records.

It all began—for Edmonton—on February 13, 1947. That day, Imperial Oil Limited's Leduc No. 1 well "blew in" and ushered in a high-gear oil hunt in the Canadian West—a 100 million dollar exploration and development program for 1949, which saw the successful completion of 565 oil and 34 gas wells, and the spreading out of 110 geophysical parties (eighty-one in Alberta alone), who with seismograph, gravimeter and magnetometer, covered the face of the prairies and parklands, the mountain foothills, the northern bush and muskeg to explore a fraction of the 125 million acres (60 million in Alberta) under exploratory lease.

Leduc and subsequent discoveries have been responsible for the major portion of a revenue approximating 34 million dollars to the end of 1949—a revenue accruing to the provincial treasury, and accordingly to the people of the province as a whole, as a result of the sale of oil and gas leases, and from rentals, fees and royalties.

Today, in Alberta, the oil industry is rapidly approaching premier status. A year ago, known reserves of oil were estimated at about 550 million barrels. This sprang to 1,200 million by the end of 1949, while 1950 is confidently expected to prove a reserve of 2 billion barrels—with only a small portion of the province's possible oil bearing areas investigated.

During the same period, proven natural gas reserves spiralled from two and one-half trillion cubic feet to seven trillion, while potential reserves "in a few years" might stand at 28 trillion cubic feet according to one authority. "There is plenty of gas for a century . . ." says yet another.

At well over twenty million barrels, oil production in 1949 doubled that of 1948 and trebled that of 1947 to give a cumulative production for the province to date, of close to 130 million barrels. This was in spite of the fact that market pro-rating forced producers to hold back yields to between 60 thousand and 70 thousand barrels daily, while possible production under conservation principles could have achieved 125 thousand barrels daily at year's end. Oil self-sufficiency has been achieved for the Prairies but full production awaits comple-

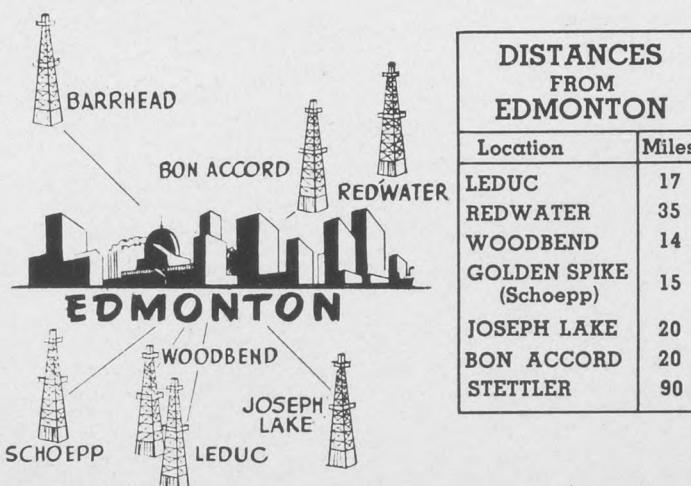
tion by spring 1951 of an 1,150 mile ninety million dollar pipeline from Edmonton to Superior, Wisconsin on the Great Lakes.

Value of oil produced has, roughly speaking, doubled itself annually since 1947. For that year, revenue totalled about \$18,079,000; the year following, \$35,128,000 and for 1949, \$59,078,000.

Pace and vigour of Alberta's recent oil development is best exemplified by the record of footage drilled—3,273,000 feet in 1949, double 1948 and nearly quadruple 1947's record. Result has been to push successful completed wells in the province to the 1,100 mark. Sixty percent of these ring Edmonton around within a radius of 35 miles.

Yet oil is not new to Alberta. The present development of major central Alberta oil pools is another stage in an exploratory Odyssey from which came the major Turner Valley field where oil was first discovered in 1914, though not until 1936 was a large reserve of crude located there. By 1942, this fine field reached its peak output supplying 17% of Canadian requirements. It is now on the decline, though fresh recovery methods will probably extend its life considerably. By way of comparison, it might be noted that for the first ten months of 1949 the famed Valley produced crude oil and natural gasoline to a total of 3,595,148 barrels as against 8,181,597 barrels for Leduc-Woodbend and 3,777,894 barrels for Redwater in the same period.

Before Leduc, \$38,000,000 spent outside of Turner Valley had yielded the comparatively small fields of Conrad, Princess, Taber, Vermilion, the growing heavy-crude Lloydminster and the gas-distillate Jumpingpound field.





Scene of preliminary tests at Golden Spike wonder well (Schoepp No. 1), previous to fabulous "blow-in" on February 10th, 1949, revealing a tested potential of 10,000 barrels daily. This well is situated just a few miles west of Edmonton, Alberta.  
(See Story Page 26)

—Photo by Ranson

# OIL in the EDM

The Leduc field with the Woodbend extension had 357 oil wells by the end of 1949 with a proven reserve of over 250 million barrels from the Upper Devonian D-3 and D-2 zones and the Lower Cretaceous formation. This field is some seventeen miles south-west of Edmonton and produces a crude capable of refining into high grade products. Since its discovery in February, 1947, to the end of October, 1949, cumulative production has totalled 13,211,395 barrels. With the Leduc find, moreover, Alberta may be said to have entered a modern age of oil and general industrial expansion.

The Redwater oilfield is Canada's biggest. It covers 23 thousand acres of proven producing area and is situated 35 miles north-east of Edmonton. With the Simmons well extension 3½ miles south-east of the proven field, the estimated reserve at Redwater is now near the 600 million barrel mark. In some places the payzone is 150 feet thick in contrast to an average 35 feet of oil-saturated zone at Leduc. At year's end, Redwater had 278 oil wells producing from its Devonian coral reef. Cumulative production to the end of October, 1949, from its discovery in late September 1948 totalled 3,814,769 barrels. At a recent sale of crown leases one quarter-section in this field drew a record \$918,000 cash bonus.

Limits of neither of the above fields have yet been finally ascertained.

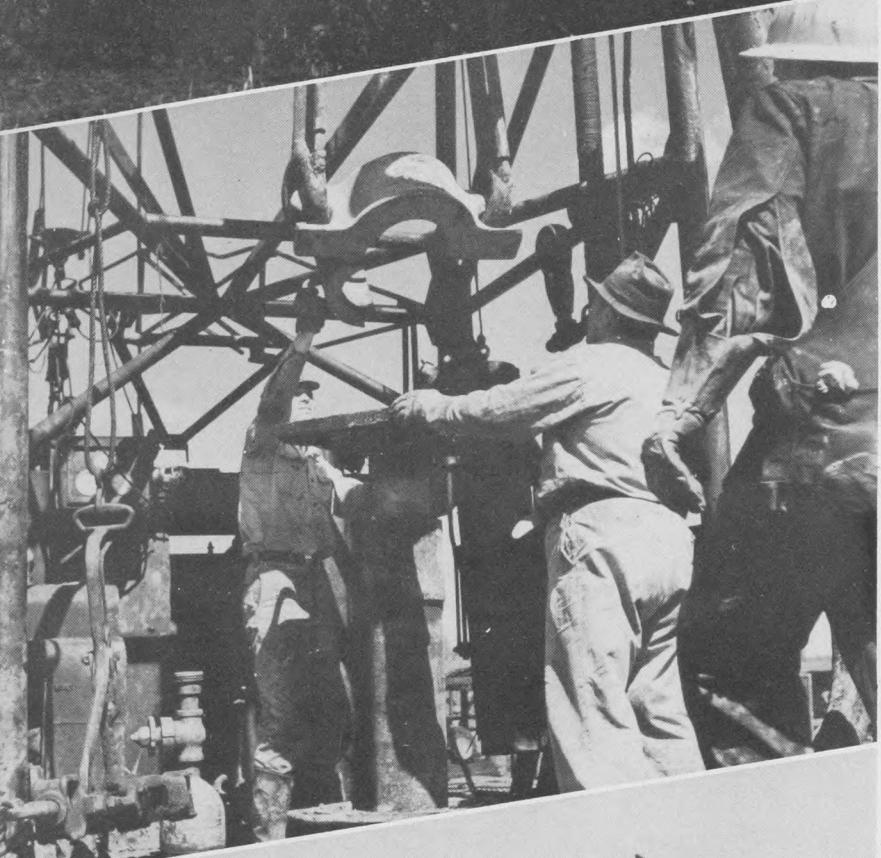
Most spectacular perhaps, of Edmonton-area oil discoveries is the "fabulous" Golden Spike oil sector fifteen miles west of the city. The initial discovery in February 1949 proved a payzone thickness of 545 feet with an initial potential of 10,000 barrels daily in the D-3 Devonian structure. The second producer ran 550 feet of payzone while the third producer may become a two-zone well since oil has been found in the D-2 stratum. Golden Spike alone, while it is considered to cover a relatively small area, might add another half-billion barrels to oil reserves.

Several other discoveries in the near neighborhood of the city are now in process of development. These include the D-2 zone discoveries at Bon Accord and Excelsior and the Whitemud Cretaceous discovery, while Canada's first Viking Sands oil field at Joseph Lake delivered over 7,000 barrels in November, 1949. Initial production at Joseph Lake dates from April, 1949, with two additions in October, one in November, to give the field a cumulative 24,000 barrels. At Campbell, eleven miles northwest of Edmonton, Cretaceous oil has been discovered.

"Blowing In!"

Activity at the Wellhead!

Bringing Oil to the Refinery



# ONTON AREA

As a result of extensive wildcat drilling, new strikes are being made which may be likened to ever-widening circles with Edmonton as their centre. At Barrhead, some seventy miles north and west of Edmonton, two wells have struck oil in the Madison limestone. Near Stettler, about 130 miles south-east of Edmonton, extremely promising finds in the D-2 and D-3 Devonian zone are being rapidly developed with step-out drilling. Again the Lloydminster "black-oil" field straddling the Alberta-Saskatchewan border east of Edmonton with 86 producers accounted for 1,268,066 barrels for the first ten months in 1949. About half of this was produced on the Alberta side. This brings the cumulative production for the Lloydminster region to very close to four million barrels.

Imperial's recent Devonian strike at Normandville, 200 miles north-west of Edmonton has given rise to speculation that the intervening area may turn out to be the scene of one of the "hottest" oil plays in the coming year. Increased drilling is a prospect for this area in the near future. (Oil "spending" for 1950 is expected to exceed 180 million dollars.)

Largely as a result of the oil development program, many gas-producing wells have been added to the growing Alberta total. Some 60 known gas areas are now located in the province though many of these are still to be evaluated. Over 25 new areas were added in 1949, the majority as a result of the spreading out of the Edmonton area exploratory program.

In Edmonton alone, three major oil refineries, representing an outlay of over thirty million dollars, will, by the end of 1950, provide some 36 thousand barrels daily refining capacity. In this city, in 1949 over one hundred firms connected with various phases of the oil industry have established locations here. Engineering survey companies, oil and gas laboratories, drilling contractors, exploration companies, field survey groups, drill bit manufacturers, oil well tool suppliers, pipe coupling and fitting concerns, chemical and drill mud supply firms, and many others have constructed or rented premises in Edmonton since oil was discovered here less than three years ago. All American oil firms classed as "majors," many independents, and a large number of Canadian firms are now operating in the province. Edmonton is rapidly expanding facilities to accommodate this vital and welcome influx.

Oil men are calling the Canadian prairies the "latest, greatest (and perhaps the last) oil frontier of North America." Ninety percent of Canadian oil activity is concentrated in Alberta.

Scene at Imperial Oil Refinery

Oil loading platform

Major civic officials and Imperial Oil Executives at Leduc Discovery.





## RICH IN *Timber*

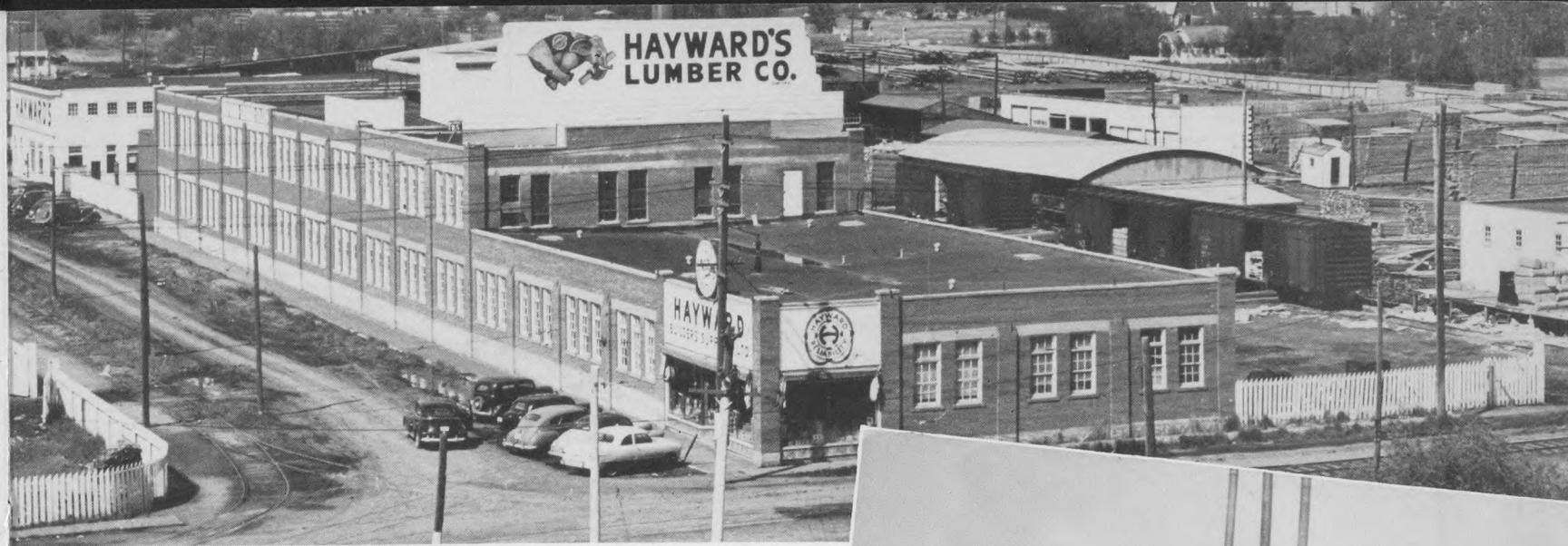
By no means the least in importance in the provincial economy are the magnificent forest resources of Alberta and the industries which they supply. Alberta's major timber stands cover vast areas to the west, northwest and north of Edmonton. In a great arc of a circle the forests sweep from the foothills of the Rockies south of Jasper, through Edson, Westlock, Lesser Slave Lake, Lac la Biche to the Saskatchewan border. In fact, except for the grassland of south and south-central Alberta, the parkland terrain is well forested. Little more than 100 miles north of Edmonton the forests begin in earnest. Vast areas of timber reserves are as yet completely untouched and many of these are accessible to rail, road, or river transport.

Some 14 varieties of timber are present in commercially valuable quantity. There are jack-pine, lodgepole pine, valuable for railroad ties, poles, and pulpwood. White spruce, balsam fir, and western white spruce (often referred to as "Alberta" spruce) widely used for lumber and pulpwood.

In addition, Rocky Mountain spruce and blue Douglas fir are favored for general construction purposes, and interior finishes; while for rough building, mine timbers and pulpwood, there are Alpine fir and white bark pine, along with black spruce.

One of the most characteristic of the prairie trees is the white poplar. This is widely used in the manufacture of veneer, matches, excelsior, boxes, lumber and soda pulp. Similarly, with balsam poplar. For spoolwood, plywood, small turnery, and lumber generally, the white birch is important.

Perhaps, a clearer estimate of the provincial forestry potential may be gained when it is realized that total accessible timber stands are estimated at 9,080 million ft. b.m. of saw material and 110,400,000 cords of small material, or a total equivalent volume of 11,200 million cubic feet. Recent realization of what this could mean in terms of industrial expansion is highlighted by the announcement of a \$10 million pulp and paper mill to be built in Edmonton's eastern outskirts commencing in July of 1950. Some 1500 square miles have been obtained under contract to provide black or white spruce, white or lodgepole pine, balsam fir, and poplar timbers for pulpwood. Mainly from the foothills area south-west of Edmonton from Breton to Brazeau, and east of Jasper Park. The plant will have a capacity of 200 tons of paper a day and will employ between 200 and



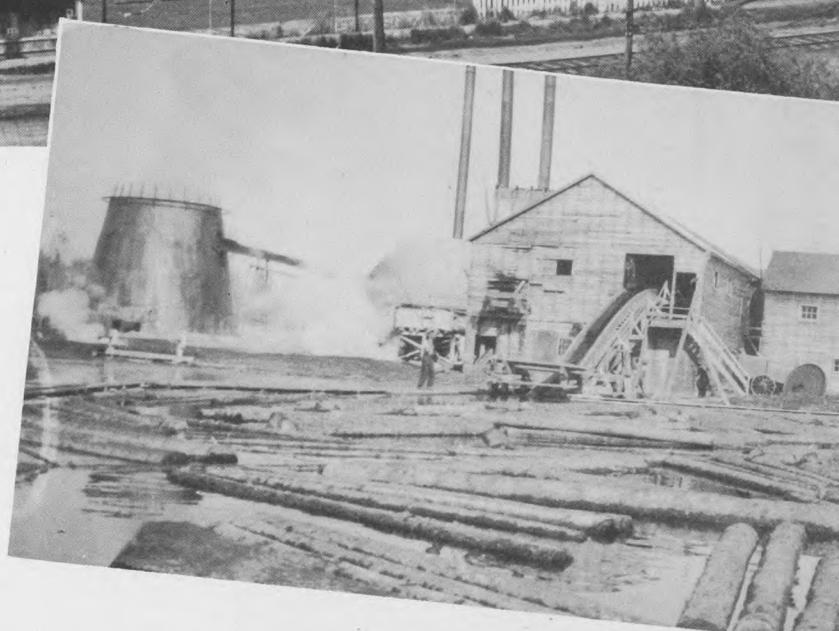
250 men. Moreover, this should be an ideal outlet for fire killed timber, and could become a profitable market for farm woodlot production.

Lumbering is becoming big business in Alberta. Some 700 sawmills operated by 8,000 men with an annual payroll of \$8 million accounted for a business volume in the lumbering industry of \$16,754,979 in total value in the first ten months of 1949.

In 1947, some 350,927,314 ft. b.m. of lumber was produced for a total value of \$19,503,291, while in 1948 389,809,000 ft. b.m. accounted for a return of \$21,831,992 in total value.

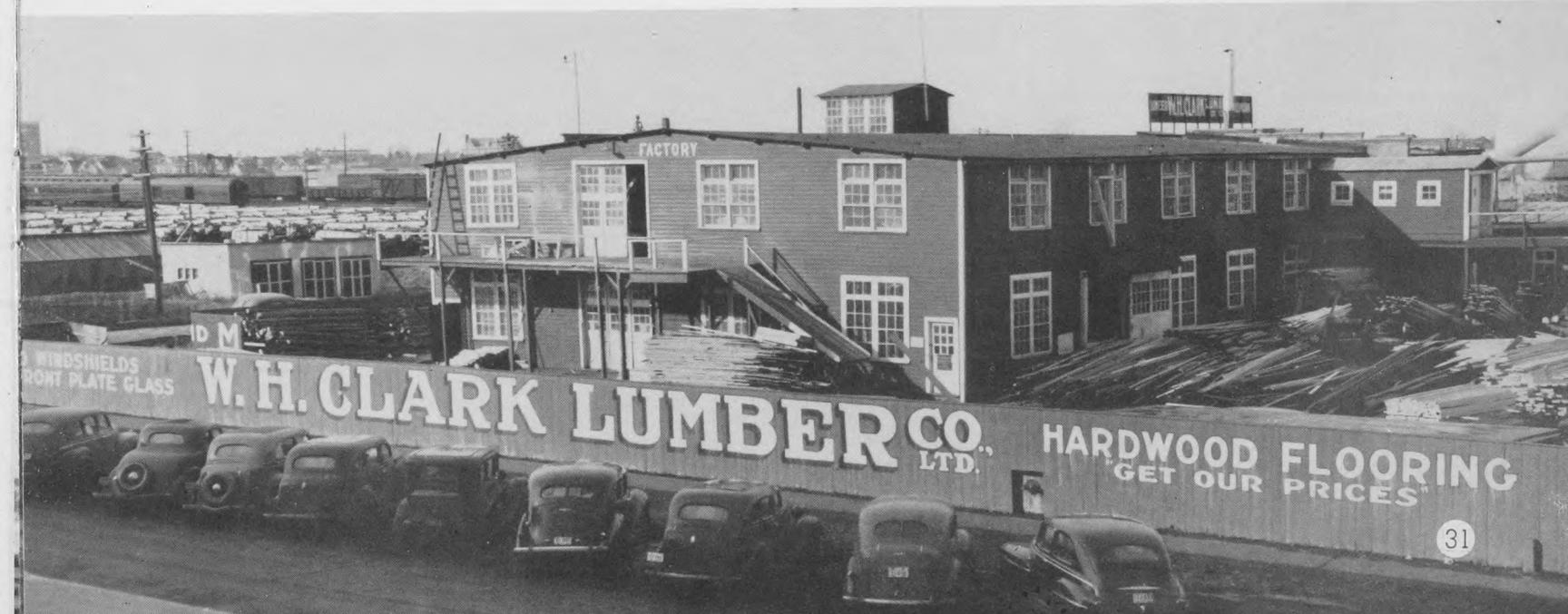
A large number of planing mills, sash and door factories, and similar secondary and finishing industries dependent upon lumber are situated in Edmonton. In 1948, for example, some 13 of these with 376 employees paid \$671,693 in salaries and produced \$2,397,985 worth of finished products. This represents a good portion of the local industry.

In recent years, Alberta lumber has found a ready welcome in the export market, as its woods are second to none for their purpose. The industry, however, has been kept busy supplying domestic requirements. This is readily



evident when it is realized that for the first eleven months of 1949, over 100 million dollars in construction was spent in Alberta. Edmonton building permits alone totalled 40 million dollars in 1949—over half of this for housing.

Edmonton's favorable geographic location is well exemplified by its unchallenged position as the centre of the timber industry of the province—responsible for some four-fifths of total production.





## EDMONTON INDUSTRY *in Action!*

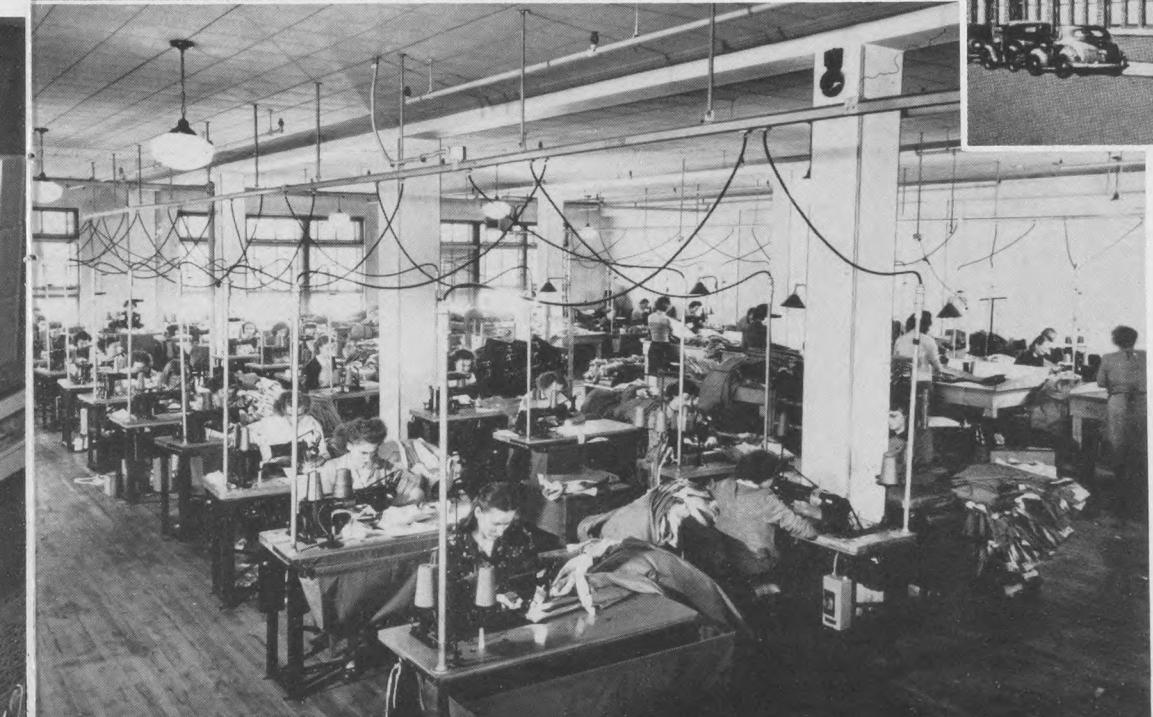
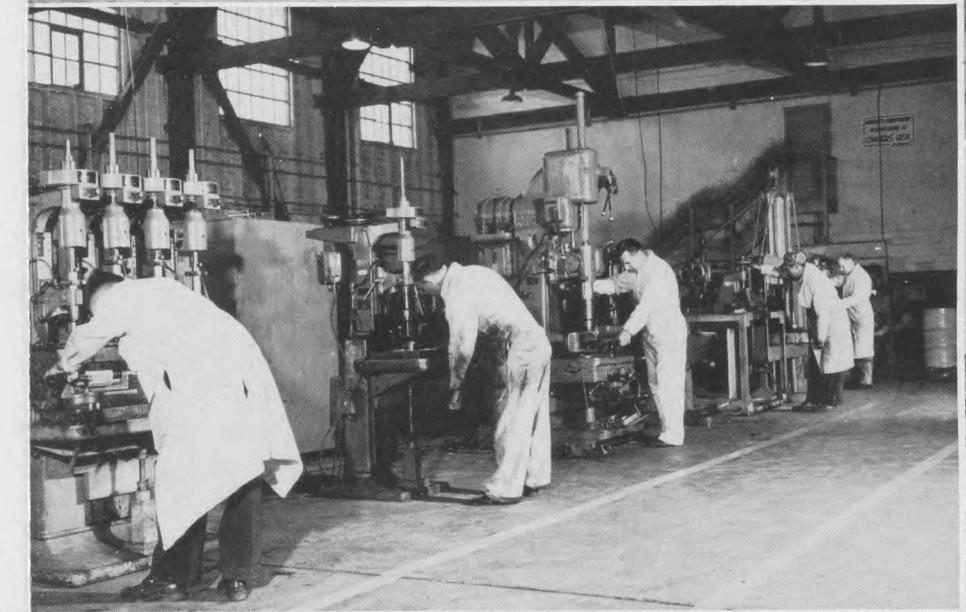
Edmonton is situated in the heart of an area surpassingly rich in natural resources and industrial opportunity. As these resources have been developed, the city has entered into its present day prominence as a major distribution and communications centre. Industrial activity has increased until at the moment it has outpaced the installation of industrial plant to handle it. Edmonton therefore constitutes a new "strategic industrial frontier" location—with the fullest incentive for the vigorous and enterprising manufacturer, commercial and business man.

Top: Northwest Industries Limited  
Prudham Building Supplies Ltd.

Centre: Hoover Machine Company Ltd.  
Sparling-Davis Ltd.

Bottom: Sunland Industries Limited.  
Packaging Pavey Candies.





Top: Canadian Liquid Air Company Limited.

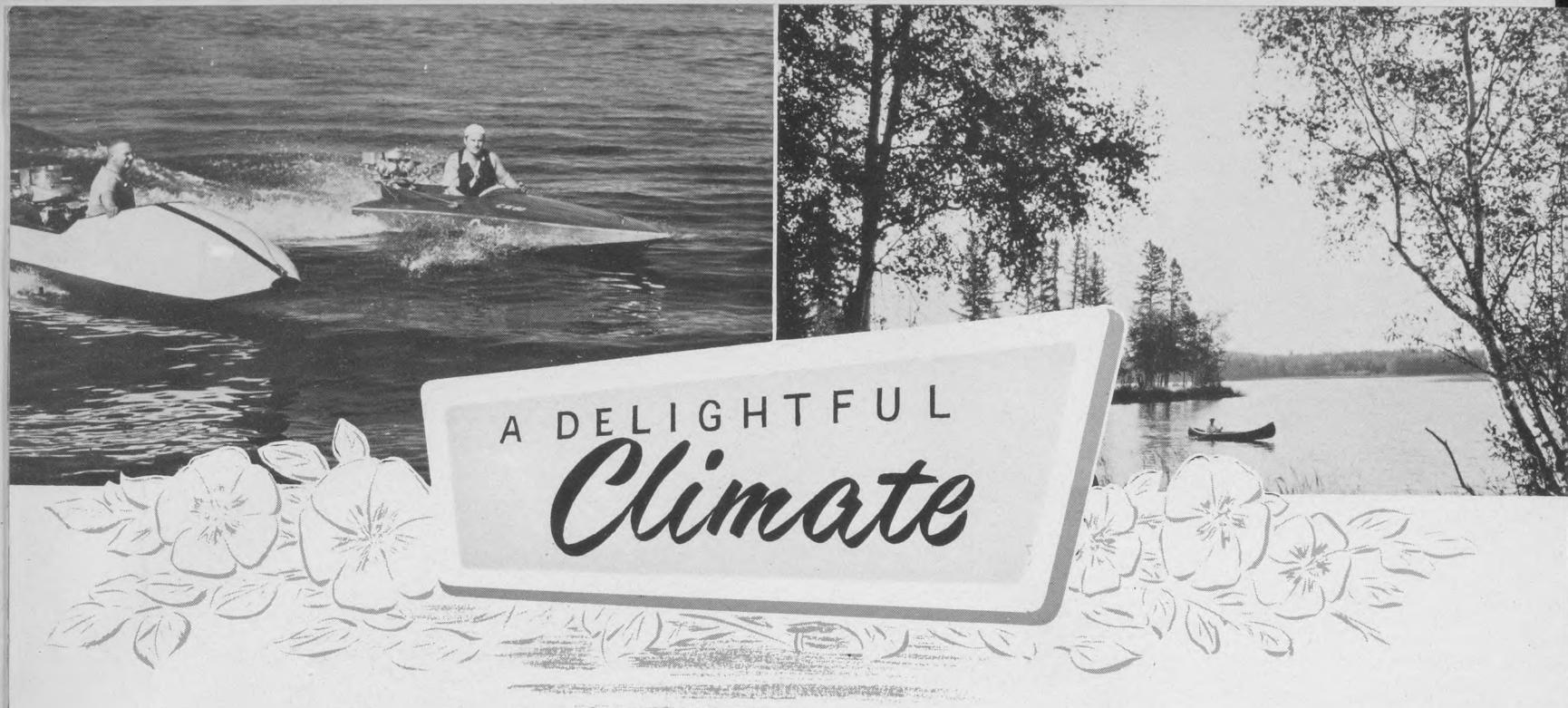
2nd Row: Coutt's Machinery Company Ltd.

Gorman's Limited and Edmonton Cold Storage Co., Ltd.

3rd Row: Aircraft repair at Northwest Industries Ltd.

The Great Western Garment Co., Ltd.

Left: Garment manufacturing at Great Western Garment Co., Ltd.



Distinguishing features of the Edmonton weather are its general equability, the rarity of violent storms, floods and similar disasters, freedom from wind and dampness and the generous quantities of sunshine enjoyed the year 'round. It is a Temperate Zone climate at its most invigorating.

Average wind speeds are the lowest of the prairie provinces and the Rocky Mountain barrier to the west catching the heaviest rainfall on its western slopes guarantees dry breezes and consequent low humidity.

Summer temperatures seldom exceed 90° F. Nights are cool and pleasant. And the beautiful natural scenery in and around the city is enhanced by the exceptional degree of sunshine—2103.4 hours per year average over the five year period 1944-1948.

The low relative humidity means dry winters. Extremely cold spells do not last more than a few days and the dry climate takes away much of the discomfort from the lowered temperatures. Snow depths average 7", seldom exceed 14". The winter climate is frequently strikingly relieved by the 'chinooks'. These are warm dry breezes from across the Rockies and may represent in their effect a sudden gain in temperature of as much as 50° F. Since the air is usually very dry and the sun shines brightly, temperatures rise in the afternoon and the snow lying on the ground is rapidly lost to the warmer, drier air by sublimation.

In addition to the healthful effect of Edmonton's temperature climate, the light winter winds assist in reducing the problems of heating buildings—a decided advantage.

Mean Values —	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
Daily Max. Temp.	16.0	21.4	33.6	52.0	64.0	69.1	74.1	72.0	62.5	51.2	32.7	22.0	47.5
Daily Min. Temp.	-2.6	0.7	12.6	28.4	38.3	45.3	49.3	46.8	38.0	29.6	15.5	5.2	25.6
Monthly Temp.	6.7	11.2	23.1	40.3	51.2	57.4	61.7	59.4	50.2	40.8	24.1	13.6	36.6
Relative Humidity	82	83	74	60	56	69	67	66	72	67	82	86	72
Rainfall	0.04	0.01	0.05	0.52	1.72	3.32	3.26	2.47	1.26	0.45	0.08	0.06	13.24
Snowfall	8.8	6.7	7.2	4.4	1.7	0.0	0.0	0.0	1.0	3.8	8.1	8.3	50.0
Hours of Sunshine	82.7	116.2	166.0	223.8	264.7	243.7	313.3	271.5	182.3	157.2	94.9	75.5	2191.8
Wind Speed	7.4	8.0	9.1	10.5	10.5	9.6	8.7	8.4	8.6	9.0	8.0	7.4	8.8



## AND RECREATION

Few cities in Canada devote as much space within city limits for the recreation and sports of its citizens.

Four athletic parks cater to sports of all kinds. Two are specially equipped as ball-parks while Clarke Stadium with its 6,000 seating capacity and total crowd accommodation of more than 50,000 is the city's major sport centre. Baseball, rugby, track and field sports, cricket and fastball—daylight and floodlit—all are popular. Five attractive golf courses—and a sixth now being readied—afford scope for every handicap. Recreation and sport in the

city is administered largely through the Edmonton Recreation Commission which in 1949 operated 16 recreational centres, 17 playgrounds, and 8 "tot-lots." It sponsored musical events, including band concerts in the parks, and summer "Pops" in the Exhibition Grounds Sales Pavilion.

The City maintains three outdoor swimming pools and eleven hockey rinks at present with plans for immediate expansion of both these services. Plans are also underway for the construction of an outdoor theatre located in one of the city's most scenic park areas.

In addition to several areas set aside as picnic grounds, the city maintains a zoo devoted to the display of Western Canadian animals and birds, while Whitemud Park at the western limits of the city is being developed as a major recreation centre with picnicking, canoeing, skating and skiing. Hockey is featured at the Edmonton Gardens. Curling is a major winter activity as is lawn bowling in summer.

In all, there are in the city ten fast-ball diamonds serving 242 teams, two baseball diamonds with 28 teams (four professional), and two cricket pitches.

Edmonton is the centre of a lakeland holiday area within easy driving distance of the city; and world famed Jasper and Banff are easily accessible. Its own beautiful, natural parkland location on the banks of the broad Saskatchewan endow it with a charm and variety which provide the ideal surroundings for healthy recreation and enjoyment. Community League Centres provide focal points for neighborhood activities.





# THE MIGHTY North

Above: Geologist and Pipe Fitter at Mine Headframe, Yellowknife, N.W.T.

**Below: Most Supplies are Flown In.**



The Canadian North, one of the world's last and greatest frontiers covers some  $1\frac{1}{2}$  million square miles in area. Edmonton is recognized as the natural Gateway to over half of this territory, especially those areas of greatest white settlement: the Mackenzie District (mostly in the vicinity of Yellowknife), various points in the Mackenzie River Valley, and the Yukon Territory.

Tremendous impetus to the opening of this vast region was given by Canadian bush-pilots operating from Edmonton in the '20's and '30's. Their efforts placed Canada for many years in the forefront of commercial aviation—



in fact Canada led the world in quantity of air freight for many years. The work of explorers, administrators, missionaries, educators, doctors and scientists is painstakingly achieving success in building soundly the bases for the advance of civilization in this rugged, romantic frontier area.

The coming of the aeroplane has conquered the vast northern distances and permitted primary development of its immense mineral wealth. Today, scheduled airlines run flights from Edmonton to the Yukon and beyond, and to Yellowknife and Mackenzie Valley centres as far north as Aklavik, well inside the Arctic Circle. These supplement the widely used river systems; for the Mackenzie, with the Athabasca and Slave Rivers and Great Slave Lake provides an inland water-transport system for 1,660 miles from railhead at Waterways, Alberta, to Aklavik; only a 16-mile portage is necessary. A new provincial highway from Grimshaw in the Peace River area to Hay River on Great Slave Lake is open for freight traffic and scheduled bus service has been commenced. The world renowned Alaska Highway from Edmonton to Fairbanks runs 1,600 miles—of prime strategic military, commercial and tourist significance.

Until the late 1920's, fur was king in the Canadian North . . . still is a vital industry. More recently a large scale fisheries industry has grown up especially in lake trout and whitefish. Local agriculture is developing and adequate timber supplies for large scale use are present.

The future of the North lies, however, in the exploitation of the vast mineral wealth of the Pre-Cambrian Shield formation, and the oil of the Mackenzie lowlands. Mineral development

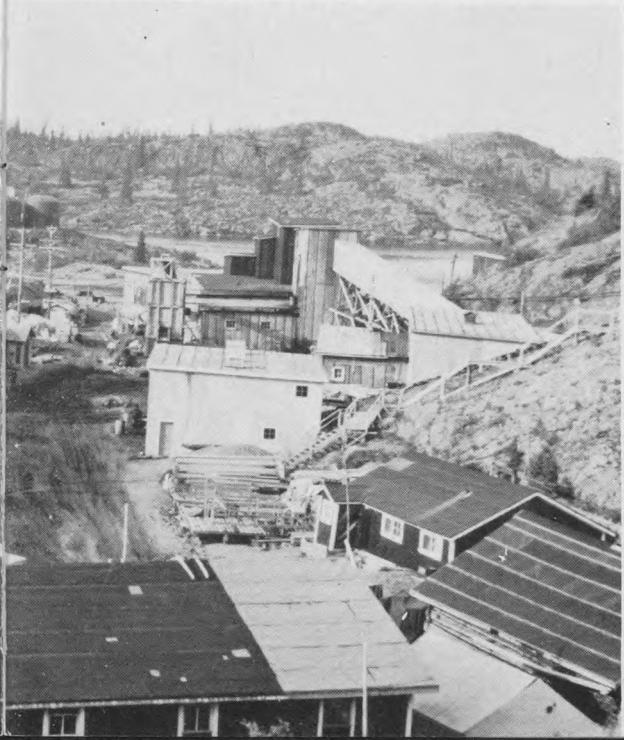
is concentrated at present largely in the Great Slave and Great Bear Lake regions, and includes the atomically important uranium, and radium deposits. In 1947, mineral production in the Yukon and N.W.T. was valued at \$4,037,447, of which the value of gold produced formed a major item. Other minerals being produced or capable of development in northern areas accessible from Edmonton are silver, copper, cobalt, nickel, iron, lead, zinc, tin, molybdenite, tungsten, —even tantalum, columbium, beryllium, lithium, and many semi-precious stones. For development, Mackenzie River and Arctic drainage alone, affords 1,194,400 H.P. at ordinary minimum flow and 3,398,500 H.P. at ordinary six-months flow estimated. Lignite coal is found near Fort Norman and on the west of Great Bear Lake. Millions of tons of salt reserves underlie the McMurray area of Northern Alberta.

Today, this Northern area supports itself in oil requirements. Discovered at Norman Wells in 1920, widely developed under the 1942 Canol agreement between United States and Canada, there were 60 producing wells by March, 1945, and cumulative production had totalled 1,977,646 bbls. crude oil. The refinery at Norman Wells which in 1940 had a capacity of 840 bbls. per day operates under the cut-back schedule now in effect.

Greatest potential known resource, the oil-bearing bituminous sands around McMurray-Waterways cover more than 30,000 square miles. Large scale production awaits successful development of economical recovery methods, which are being energetically sought. One estimate, that of the United States Bureau of Mines considers these oil reserves to exceed a staggering 250 billion barrels.

Photographs of North Courtesy of National Film Board.

Port Radium on Great Bear Lake, N.W.T.



Old Townsite of Yellowknife, N.W.T.



# Services



Royal Alexandra Hospital.

Up-to-date police protection is provided by a force of 155 all ranks, including "plainclothesmen." The "spread-out" city is constantly patrolled on a 24-hour basis by radio equipped motorcycles and prowler cars, as well as the constables "on the beat." Strategically placed direct line telephones, provide ready contact with police headquarters. For added security, special operators and members of the Canadian Corps of Commissionaires maintain night patrols of residential areas. Especial attention is being given the conditions resulting from the enormous increase in vehicular traffic in recent years. In addition to the facilities needed for the efficient administration of the force, an identification bureau equipped with the most modern camera equipment is maintained by the department.



Main Branch of Edmonton Public Library.



Section of A.M.A. Auto Camp.

City Police Station (part of motor cycle squad shown).

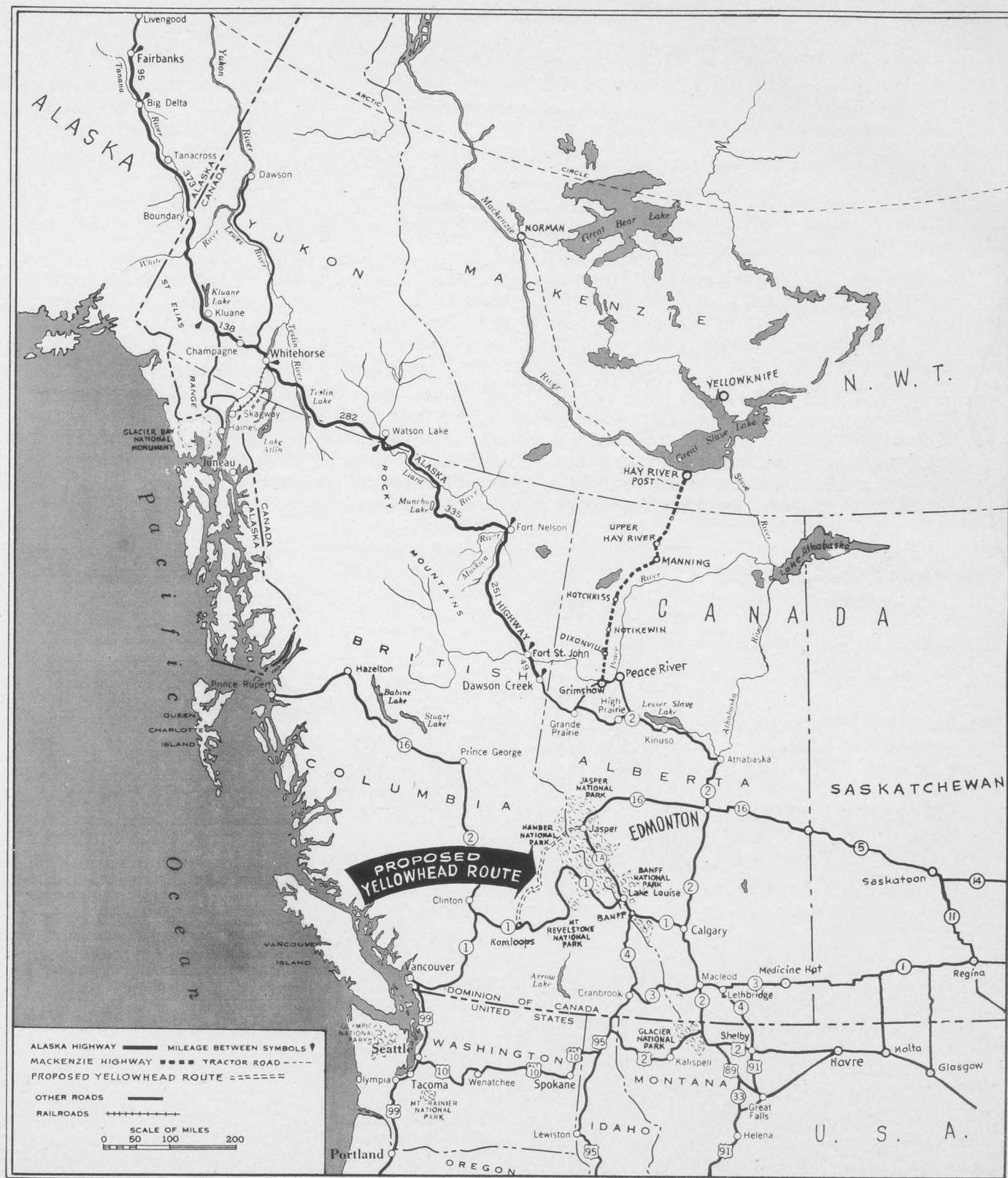


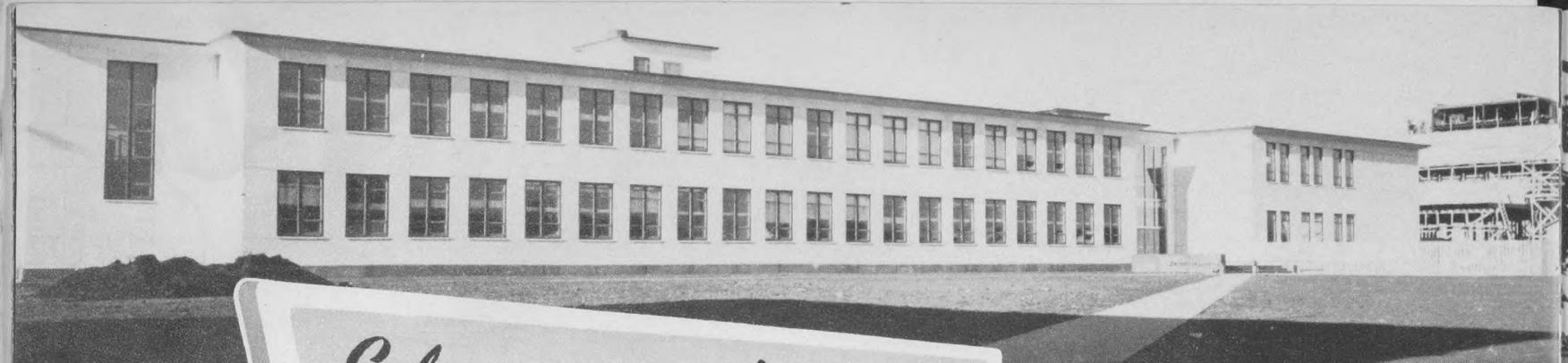
Edmonton's firefighting organization, among the best equipped in Western Canada, is due for radical expansion. The fire-alarm system is being improved; and installation of new equipment and machinery by the end of 1950 will enable it to serve a city of 350,000 people—more than 2½ times the present city population. The city maintains 5 firehalls, and the present equipment of the fire department includes an automatic alarm system to which 194 street-boxes and 32 sprinkler alarms are connected. A 3-platoon system is in effect with a total complement of 163.

Besides the shopping, restaurant, certain all-night service-stations and a host of other facilities, the Edmonton Tourist and Accommodation Bureau has been established to provide maps and information for the tourist and holidayer; while fully modern accommodation is offered by the South Edmonton Auto Camp operated by the Alberta Motor Association.

Edmonton is served by seven of the Dominion's established banking systems, mainly: The Royal Bank of Canada with 8 branches, The Canadian Bank of Commerce with 5 branches, The Bank of Nova Scotia with 3 branches, The Imperial Bank of Canada with 5 branches, The Bank of Toronto with 3 branches, The Bank of Montreal with 4 branches and the Dominion Bank with 2 branches. Head office of the Provincial Treasury Branches and three branch offices are located at Edmonton.

# THE FAMOUS ALASKA HIGHWAY and proposed YELLOWHEAD ROUTE





## *Educational facilities* IN EDMONTON

Above: A portion of Victoria Composite High School.

Opp. Page Top: University High School.

Edmonton offers complete educational facilities from primary through high school to advanced university training. With sixty-five schools serving over 21,000 school children, with a provincial educational system among the best-thought-of on the continent, with comprehensive technical, commercial and academic high school curricula, educational opportunity in all phases of endeavour is the perquisite of the industrious student.

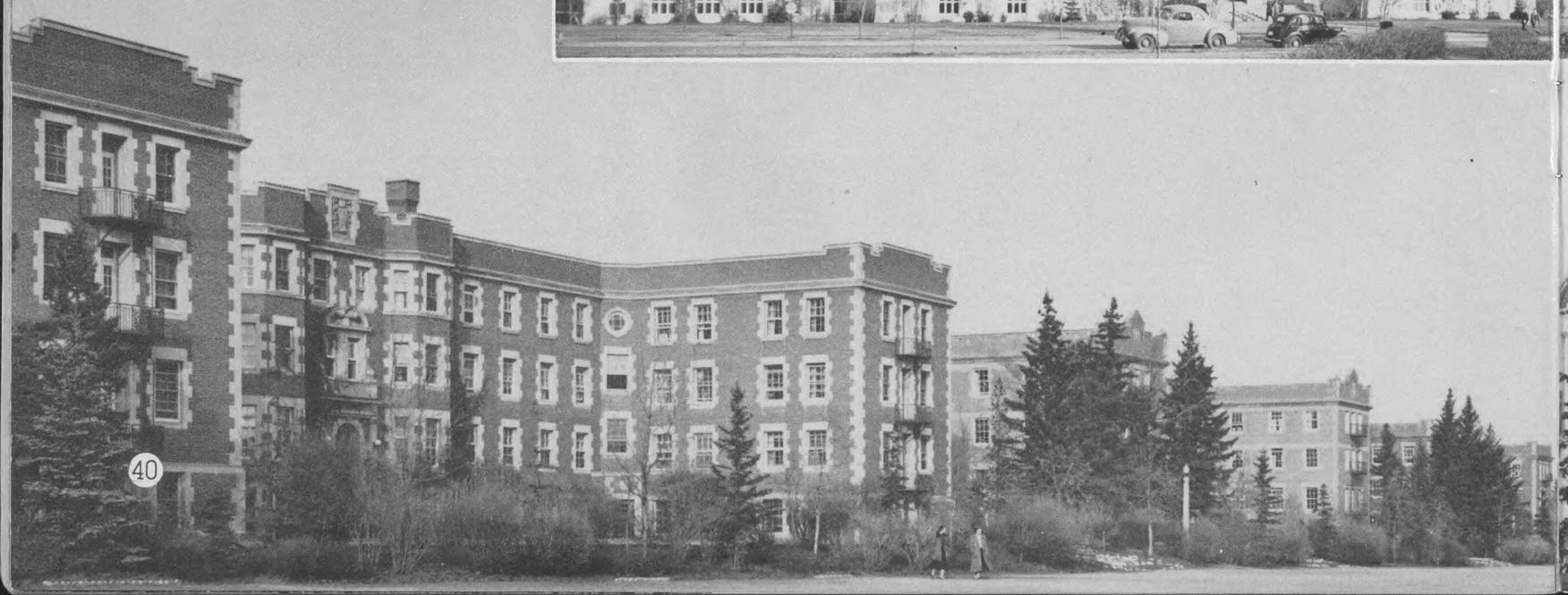
The University of Alberta, serving Alberta for nearly half a century, with its academic, its scientific, its professional schools and faculties, places the educational, social, and industrial welfare of the province in the forefront of its aims. Enlargement of all its facilities progresses rapidly with a multi-million dollar building program and its popularity as an educational centre. Introduction of specialized courses including petroleum engineering, irrigation engineering, and others, keep it abreast of local needs and the requirements of its 4,200 student enrolment.

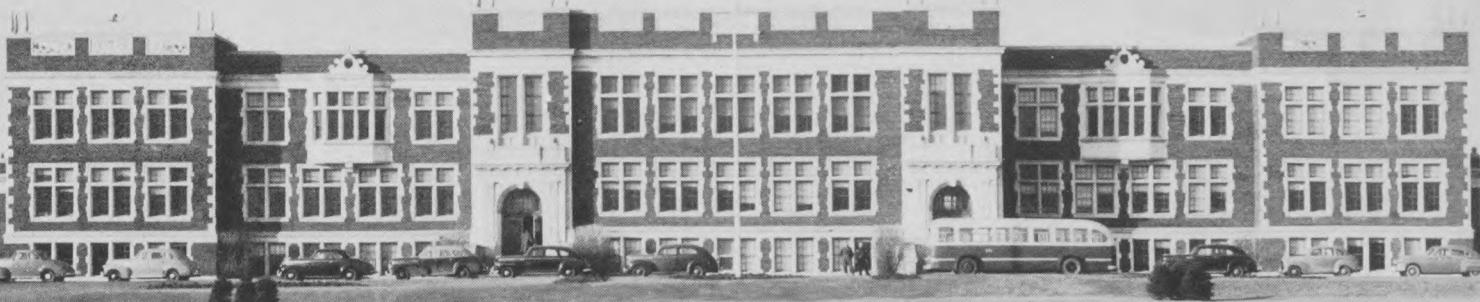
The University is associated in modern research for industrial development with the Research Council of Alberta. The latter, situated on the university campus and drawing from university staff, is attached however, to the Executive Council of the Government and is playing a significant part in helping solve the problems now coming to the fore with Alberta's industrial advance. Work of the Research Council includes: geological surveys to determine mineral resources; soil surveys for agricul-

Right: Medical Building at University  
of Alberta.

Below: Student Residences at University of Alberta.

Opp. Page Lower: Arts Building of  
University of Alberta.





tural purposes; highway survey to check deterioration; investigations on the beneficiation of sand for glass, on utilization of straw and poplar, on biological cycles and their influence on fur production. Moreover, the Council operates an oil and gasoline testing laboratory and conducts investigations on solid, liquid and gaseous fuels, and on the separation and utilization of the McMurray bituminous sands miserly rich in oil. Practicability of technical processes and the commercial feasibility of proposed industrial developments within the Province requiring government assistance are also studied.

Educational interest of the population generally is signalized in the provision as part of the school building program, of a \$3,000,000 Composite High School — and the particular attention which continues to be given students interested in the arts, music, drama and vocations requiring training which varies from the standard curriculum.

Edmonton — a city in whose population makeup may be found examples of many racial strains, has similarly a varied complex of religious denominations with three major faiths, Christian, Jewish and Mohammedan represented. In all, some 112 churches and places of worship serve the religious needs of the people. Many stately new edifices have been erected in recent years, while several of the city's older churches have storied associations with early pioneering days. The Mohammedan Mosque in Edmonton is believed unique in Canada; and the modern, rigidly functional,

semi-circular architecture of St. Anthony's Roman Catholic church is one of the very few religious edifices of its type on the North American continent. Reflecting the Mormon component (most of which is located in the south of the province) is the recently erected Church of Jesus Christ of Latter Day Saints. Christian Scientist, Church of England, Greek Catholic, Lutheran, Moravian, Presbyterian, Russo-Greek Orthodox, Salvation Army, United Church of Canada, and many other denominations are represented.

Library service is extensive and well rounded. Edmonton Public Library in downtown Edmonton—a Carnegie foundation—maintains some 125,000 volumes. Several thousand of these are kept in its South Edmonton Branch as an additional convenience; while the library pioneered with its original street-car library instituted several years ago to serve outlying areas. At present, the library maintains a Book-mobile — bus service — in consequence of the replacement of track with trolley and diesel buses. Second Book-mobile is scheduled for Spring, 1950. The library sponsors musical evenings and in summer conducts noon-time outdoors record concerts. It plays host to the meetings of several cultural and musical organizations. Further library facilities, though more specifically for the student are specialist, are the University of Alberta Library and the Provincial Government Library, while the University's Extension Library is primarily an out-of-town service.

\*Indicative of its ever-increasing importance in the life of the community.





## A LIST OF PRODUCTS AND ARTICLES THAT CAN BE MANUFACTURED IN EDMONTON COULD INCLUDE ALMOST ANYTHING PROVIDED THE BASIC MATERIALS WERE SHIPPED IN

Compiled by A. Bradshaw, Director, Technical Development, Province of Alberta, January, 1950.

### LUMBER—

Available: white spruce, lodgepole pine, jack-pine, poplar, birch.

#### USES:

Building lumber  
Sash and door millwork  
Packing boxes  
Furniture  
Plywood  
Railroad ties  
Paper pulp  
Cellulose plastics

Cellulose textiles  
Distillation by-products and derivitives  
Charcoal for heating purposes  
Charcoal for filtering purposes  
Charcoal for poultry feed  
Ethyl alcohol from sawdust—raw gin  
Insulation from shavings  
Excelsior for packing

### GAS (Natural)—

#### FUEL:

Methane  
Propane  
Butane

USED IN THE CHEMICAL INDUSTRY FOR THE MANUFACTURE OF:

Hydrogen  
Acetelene  
Ethylene  
Acetaldehyde  
Acetic Acid  
Acetone  
Methyl Alcohol  
Ethyl Alcohol  
Propyl Alcohol  
Formaldehyde  
Formic Acid  
Ammonia  
Urea  
Butadiene  
Chloroprene  
Vinyl Chloride  
Vinyl Acetate  
Ethylene Oxide  
Propylene  
Butyl Alcohol  
Isobutylene  
Activated Carbon  
Carbon Black  
Styrene  
Synthesis gas for manufacture of synthetic gasoline

Nitro Paraffins  
Methyl Chloride  
Chloroform  
Carbon Tetra-chloride

### MINERALS—

COAL: Bituminous and Sub-bituminous

#### USES:

FUEL: Distillation to produce coke, creosote, oils, tar and other derivitives.

### BENTONITE—

IS USED IN THE FOLLOWING INDUSTRIES:

Abrasives	Mining
Agriculture—insecticides	Paint and varnish
Chemical analyses	Paper
Ceramics	Petroleum
Cement	Perfumery
Chemicals	Pharmaceutical
Dyeing	Rubber
Explosives and matches	Soap
Fats and oils	Textiles
Glues and adhesives	Printing
Ink	Water and sanitation
Metallurgical	

### OIL—

Light and heavy fuels	Wax
Lubricants	Sulphur
Asphalt	Coke and numerous other derivitives

## LIMESTONE—

Acetylene from calcium carbide  
Lime and numerous other calcium derivatives  
Portland cement  
Poultry grit  
Rock wool

## CLAY—

Bricks for building  
Building tile

## SAND AND GRAVEL—

Foundations  
Walls  
Floors  
Sewer pipe  
Building blocks

## SALT—

Raw materials in making—bleaching powder, caustic soda, chlorates, chlorine, glaubers salt, hydrochloric acid, hydrogen, hypo-chlorates, niter cake, sal ammonica, sal soda, saltcake, soda-ash, sodium (metallic) sodium salts of acids and halogens.

### IT IS USED IN THE FOLLOWING INDUSTRIES:

Agriculture	Leather
Chemical Analysis	Metallurgical
Cement	Animal foods
Ceramics	Perfume
Chemicals	Pharmaceutical
Dyeing	Photographic
Fats and Oils	Refrigeration
Fertilizer	Soap
Food	Textiles
Glass	

## FISH—

### COMMERCIAL FISH INCLUDES:

Lake trout	Pike
Whitefish	Pickerel
Goldeye	Tulibee
Perch	

## FUR BEARING ANIMALS—

Mink—furs

## DAIRY PRODUCTS—

### CATTLE:

Fresh meat	Cream
Cured meats	Cheese
Fats, edible	Milk, liquid
Glue	Milk, powdered
Leather	Casein for plastics
Hair binder for plaster	Casein for glue

### SHEEP:

Fresh meat	Wool for textiles
Sausage casings	Wool for felt
Fats, edible	Leather

### HOGS:

Fresh meat	Fats, edible
Cured meats	Bristles for brushes

## AGRICULTURE PRODUCTS—

### WHEAT:

Flour	Glucose
Breakfast foods	Plastics from hulls
Starch	

### OATS:

Meal	Feed for stock
Breakfast foods	Plastics from hulls

### BARLEY:

Malt	Food
Beer	Plastics from hulls
Food for stock	

### RYE:

Flour	Feed for stock
Alcoholic liquor	Plastics from hulls

### FLAX SEED:

Linseed oil	Feed for stock
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### HONEY:

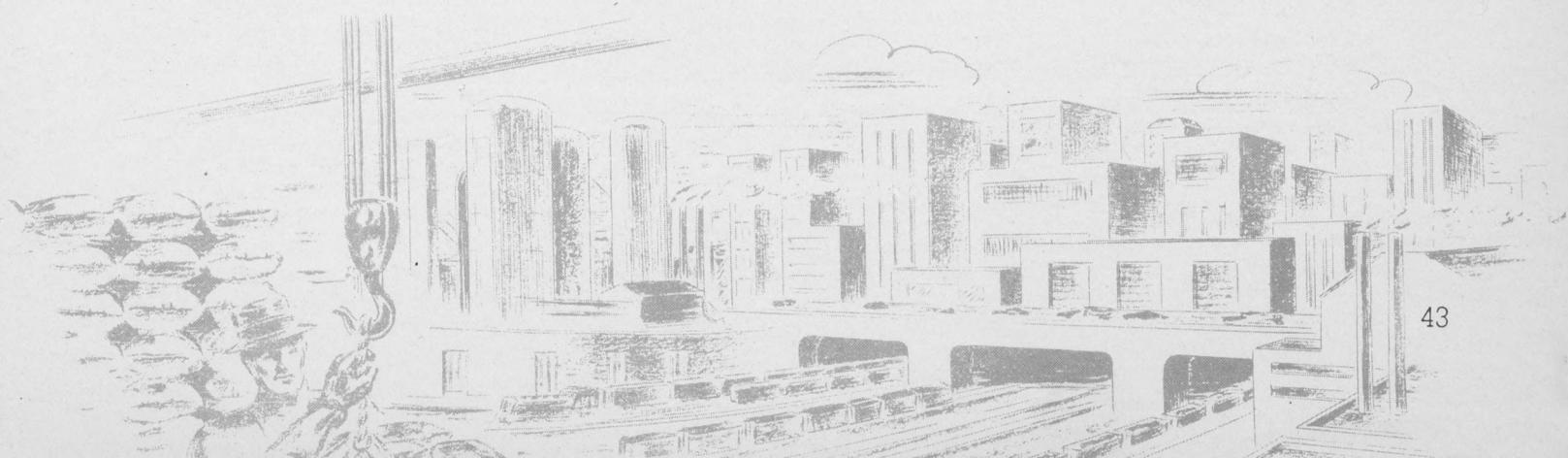
Food	Alcoholic beverages
Confectionery	

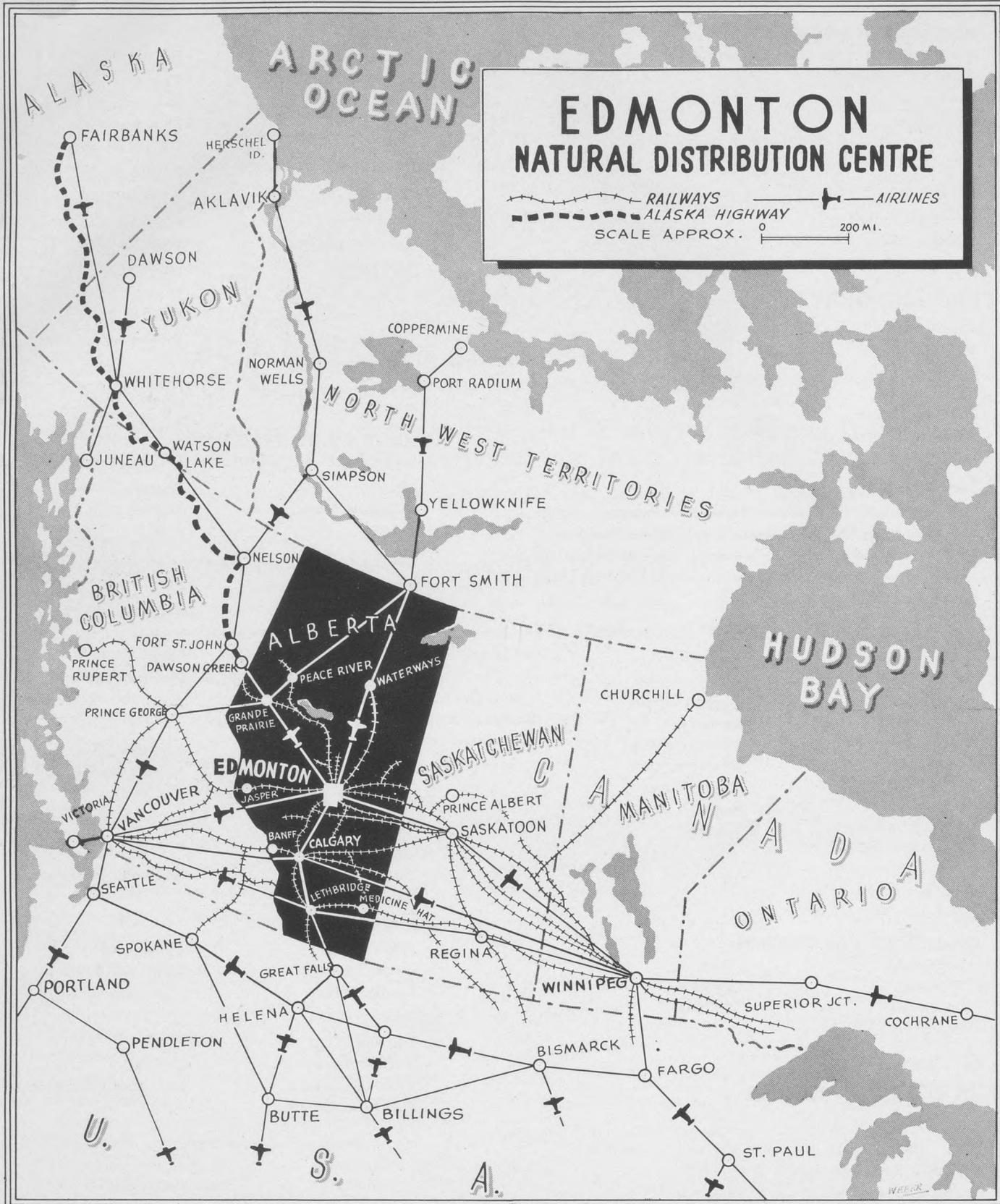
### POULTRY:

Fresh meat	Eggs, whole
Canned meat	Eggs, powdered
Canned soups	

### HORSES:

Traction	Glue
Animal foods	Leather
Fats—non-edible	Hair binder for plaster
Poultry foods	





... situated at the heart of Canada's great new oil and gas discoveries—in close proximity to natural resources essential to industry and served by seemingly inexhaustible supplies of natural gas and coal for domestic and industrial use, Edmonton is geographically located as a natural distribution centre.

The city is well served by all manner of transportation including the Canadian National Railway, Canadian Pacific Railway and the Northern Alberta Railway which has its southern terminus at Edmonton.

Served by one of the finest airports in Canada, Edmonton enjoys particular importance as an aviation centre and "hopping-off" point to the vast reaches of the mineral-rich Northwest Territories and Alaska.

Edmonton is the starting point for the great Alaska Highway, a gravelled, all-weather road, running 1,523 miles to Fairbanks, Alaska.

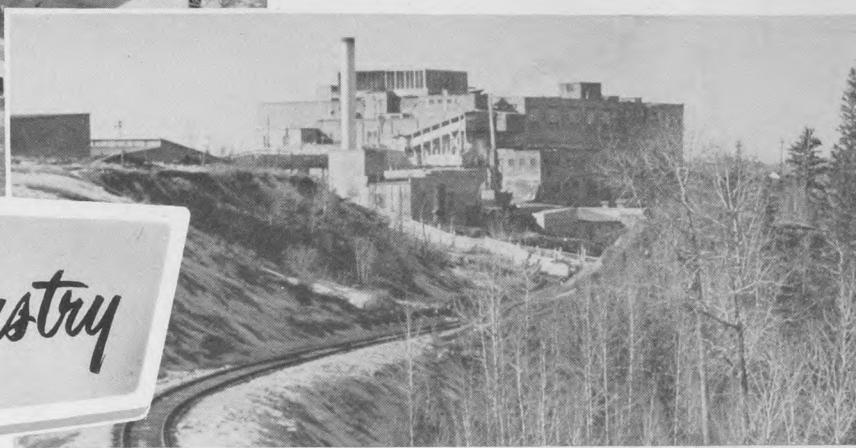
Situated at the half-way mark between Winnipeg (802 miles), and the important seaport city of Vancouver (770 miles), Edmonton is ideally located as a convenient shipping centre.

Commonly referred to as the "GATEWAY TO THE NORTH" and "CROSSROADS OF THE WORLD" ... Edmonton is proud of the distinction it so richly deserves by virtue of its strategic situation!



Swift Canadian Co. Limited  
Gainers Ltd.

Canada Packers Limited  
Burns and Co. Limited



# Packing Industry

The Edmonton packing industry, is among the best established and most valuable of all the industries which draw upon the natural wealth and production of the Edmonton area. Such well known firms as Burns and Company, Canada Packers, Limited; Gainers Limited, and Swift Canadian Company, have establishments here.

Wartime needs spurring agricultural production necessitated rapid expansion and placed a premium on the most up-to-date and time saving processing methods in the plants. Local packing houses successfully met this challenge with record numbers of head slaughtered and shipped.

Not the least important in addition to the local and export market in animal food products are the amazing variety of secondary uses to which the packing by-products may be put,

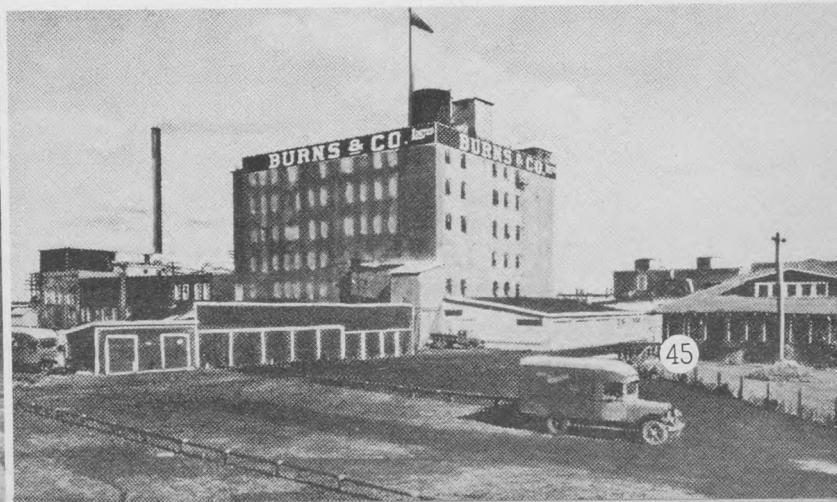
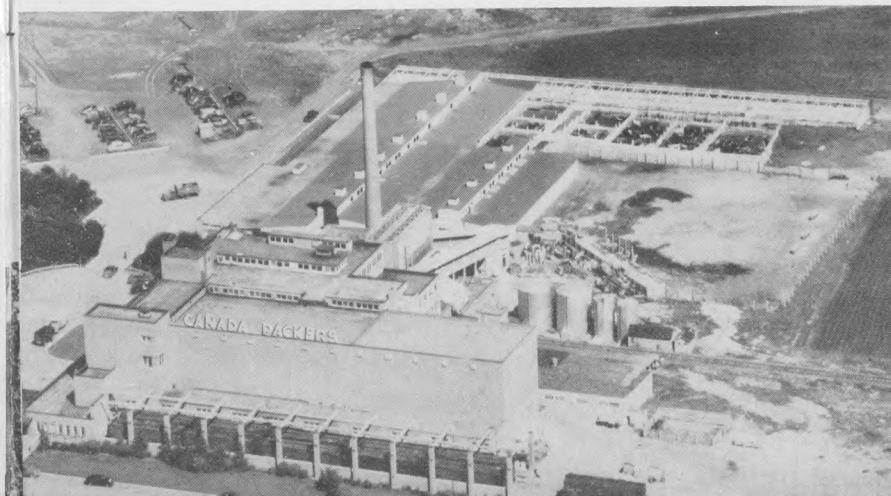
including stock foods and fertilizers, leather products, soaps and cleansers, glue, glycerine, oleomargarine, gelatine, and many others.

In 1948, there were seven establishments employing 2,313 employees with a payroll of \$5,505,396 operating in the city.

Some idea of the extent of the Edmonton meat packing industry may be gained from the following table which shows the estimated values of livestock marketings at the Edmonton stockyards and packing plants for 1947 and 1948 as compared with provincial totals for those years.

When it is realized that marketing of swine, of calves and cattle alone totalled \$524,237,- 454.92 for the five year period 1944 to 1948 inclusive, for the province, the value of the Edmonton packing industry to the province as a whole may be estimated.

YEAR	PACKING PLANTS		TOTAL MARKETINGS (including stockyard marketings)		OVERALL PROVINCIAL FIGURES	
	No. Head	Value at Plants	No. Head	Value	No. Head	Value
1947	786,012	29,821,775.00	1,075,617	45,231,603.00	1,941,344	91,063,000.00
1948	855,837	45,321,483.00	1,165,692	70,075,957.00	2,058,308	140,242,000.00



# Facts AND Figures

The measure of a municipality's progress is recorded in its statistics. In the case of Edmonton, the picture is an impressive one. The following facts and figures will give a bird's-eye view "figuratively" speaking.

Year	POPULATION
1921	58,827
1925	65,385
1930	77,577
1935	81,261
1940	91,723
1941	93,924
1942	96,825
1943	105,536
1944	108,416
1945	111,745
1946	114,976
1947	118,541
1948	126,609
1949	150,000 (Est.)

Year	BUILDING PERMITS	
	No.	Value
1921	485	\$ 1,563,696
1925	509	1,481,890
1930	2,056	4,309,935
1935	651	676,535
1940	1,442	2,636,870
1941	1,937	3,422,925
1942	1,808	3,367,720
1943	2,654	6,720,130
1944	2,549	5,759,105
1945	3,161	7,988,348
1946	3,661	15,020,453
1947	2,805	13,182,665
1948	4,079	27,123,329
1949	5,792	40,050,063

Year	BANK CLEARINGS
1921	\$ 260,288,619
1925	239,350,281
1930	293,550,899
1935	199,411,079
1940	217,964,792
1941	265,023,348
1942	323,049,992
1943	433,430,208
1944	486,241,682
1945	519,306,233
1946	635,178,105
1947	699,452,974
1948	866,718,439
1949	1,020,493,676

## COST OF LIVING INDEX IN EDMONTON AS COMPARED WITH SEVEN CANADIAN CITIES

(As at January 1, 1950, Provincial Bureau of Statistics)

Halifax	154.2	Saint John	157.9
Winnipeg	155.7	Saskatoon	162.8
EDMONTON	157.1	Vancouver	162.3
Toronto	157.2	Montreal	164.3

## C O M P A R A T I V E M U N

	1942	1943
Assessed Valuation for taxation	\$57,654,500	\$59,051,255
Gross tax levy	3,747,370	3,695,389
Total collected (including arrears and discounts)	4,312,146	4,593,304
Percentage of current taxes collected	88.56%	92.22%
Percentage to levy of total taxes collected (including arrears)	115.07%	124.30%
Gross earnings public utilities	5,668,017	6,644,522
Net surplus (less taxes)	1,090,338	1,126,069
Street Railway Passengers	21,348,690	30,720,318



**AIRPORT—**

Area \_\_\_\_\_ 750 acres  
Concrete strips, runways, aprons \_\_\_\_\_ 664,036 sq.yds.

**ALTITUDE** \_\_\_\_\_ 2,182 ft.

**AREA OF CITY** \_\_\_\_\_ 42.6 sq. miles

**BANKS INCLUDING BRANCHES** \_\_\_\_\_ 28

**ALBERTA TREASURY BRANCHES** \_\_\_\_\_ 3

**HOSPITALS—**  
Bed capacity \_\_\_\_\_ 3,076

**HOTELS EXCLUDING APARTMENT HOTELS** \_\_\_\_\_ 25

**LAND SALES, 1949** \_\_\_\_\_ \$1,147,244

**LIVESTOCK RECEIPTS, 1948** \_\_\_\_\_ \$70,075,957  
Number of head \_\_\_\_\_ 1,165,692

**MILL RATE** \_\_\_\_\_ 49.50

**PARKS AND PLAYGROUNDS** \_\_\_\_\_ 2,250 acres

**POWER—**  
Sold in 1948 \_\_\_\_\_ 109,955,690 Kw. hrs.  
Sold in 1949 \_\_\_\_\_ 124,471,150 Kw. hrs.

**RESIDENCES—**

Single family—Owner occupied \_\_\_\_\_ 19,463  
Tenant occupied \_\_\_\_\_ 7,310

**TOTAL DWELLING UNITS** \_\_\_\_\_  
**INCLUDING APARTMENTS** \_\_\_\_\_ 35,275

**GROSS SALES, RETAIL 1948** \_\_\_\_\_ \$128,917,400 (Est.)

**SCHOOLS—**

Public \_\_\_\_\_ 44  
Separate \_\_\_\_\_ 21  
Attendance approximately \_\_\_\_\_ 22,431

**SEWERS (September 29, 1949)** \_\_\_\_\_ 307 miles

**WATER MAINS (September 29, 1949)** \_\_\_\_\_ 321 miles

**SIDEWALKS (September 29, 1949)** \_\_\_\_\_ 337 miles

**STREETS (September 29, 1949)** \_\_\_\_\_ 418 miles

**STREET RAILWAY—**

Electric buses \_\_\_\_\_ 92  
Motor buses \_\_\_\_\_ 40  
Street Cars \_\_\_\_\_ 44

**UTILITY CONNECTIONS—**

Electric meters \_\_\_\_\_ 40,702  
Gas meters \_\_\_\_\_ 30,684  
Telephones \_\_\_\_\_ 33,465  
Water meters (November 30, 1949) \_\_\_\_\_ 26,796

# I C I P A L S T A T I S T I C S

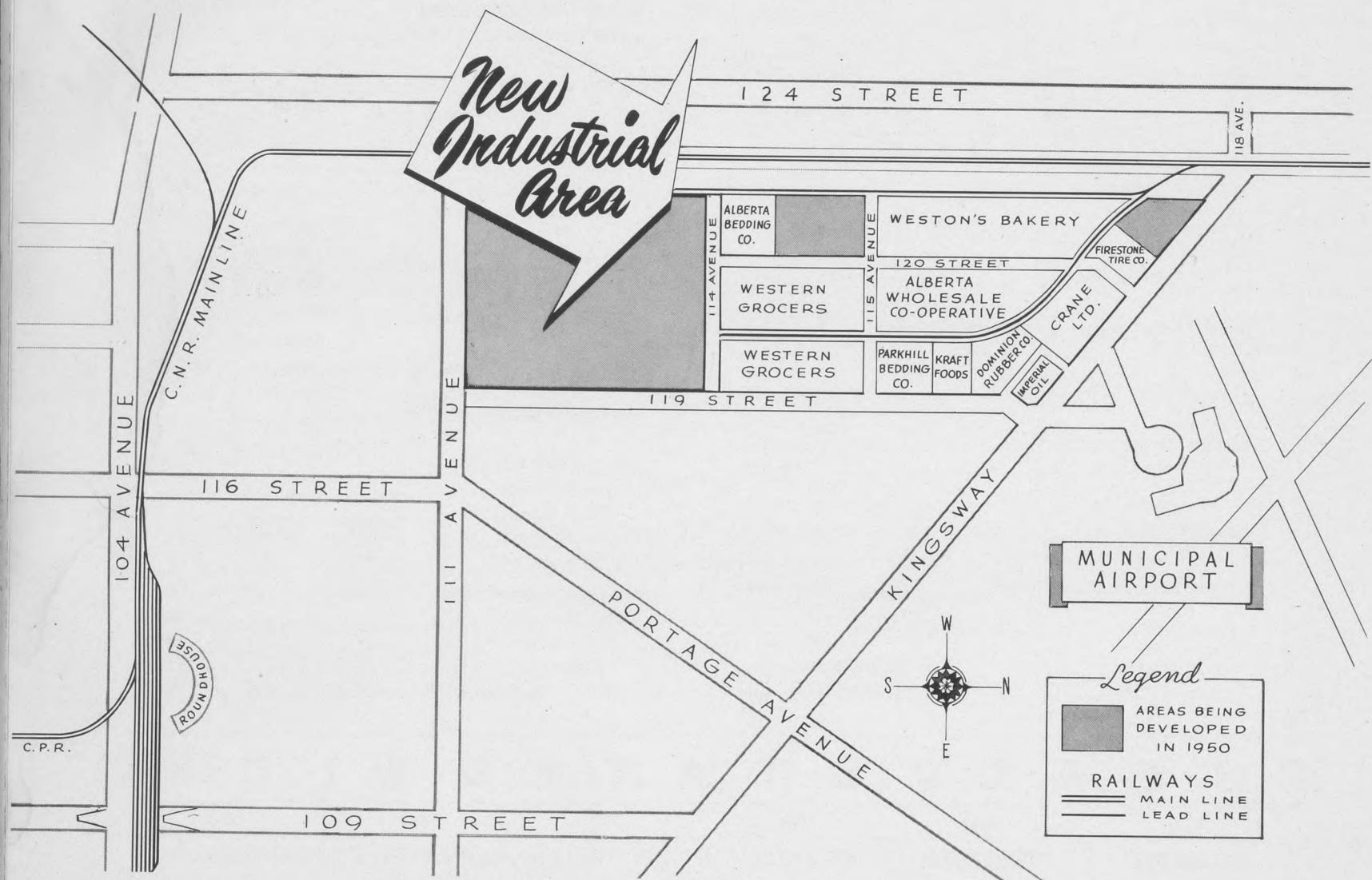
1944	1945	1946	1947	1948	1949
\$69,924,660	\$73,593,500	\$77,248,215	\$83,376,715	\$90,834,775	\$100,367,870
4,221,566	4,401,216	4,705,195	4,979,870	5,444,341	6,028,307
5,206,916	5,522,348	5,886,615	5,556,862	6,418,065	7,142,177
93.86%	94.70%	94.21%	93.4%	94.10%	93.92%
123.34%	125.47%	125.11%	111.59%	117.88%	118.48%
7,316,482	7,599,697	7,624,140	8,087,097	9,098,979	10,592,731
1,226,481	1,221,581	1,213,619	1,149,129	1,160,036	415,107
32,100,253	34,030,535	36,613,257	36,427,414	36,878,661	36,835,825

# MAKING WAY FOR INDUSTRY

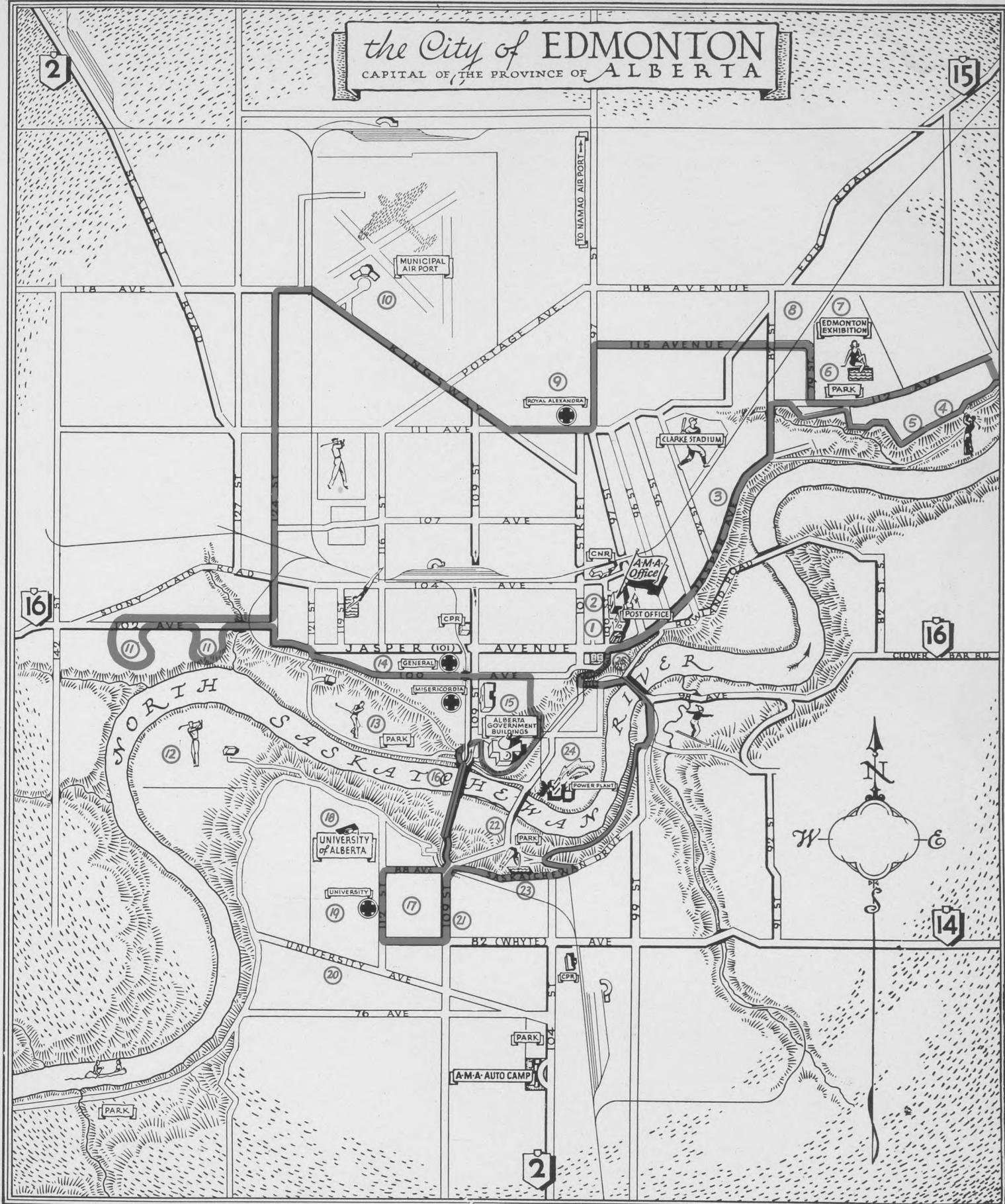
To meet factory and warehouse requirements, special areas served by railway and other transportation are being set aside in the city. One of these areas, some eight city blocks in extent, has been made available near the civic airport. So far, practically all this property, between 114th and 118th avenues and 119th and 121st streets, has been sold. This location is designed to serve only fairly large concerns.

By September of 1949, twelve firms had arranged to become established there, and six now have buildings under construction, with the balance of the building planned for the spring of 1950. Estimated values of the buildings to be erected on this site—\$6,000,000.

This is only one of several additional areas being opened up in various parts of the city to meet the high demand for industrial locations.



*the City of* EDMONTON  
CAPITAL OF THE PROVINCE OF ALBERTA

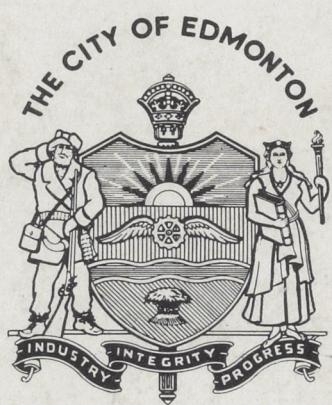


- |                               |                                  |
|-------------------------------|----------------------------------|
| ① Chamber of Commerce         | ⑧ Transportation System Terminal |
| ② Alberta Motor Assoc. Office | ⑨ Royal Alexandra Hospital       |
| ③ Highlands Apartments        | ⑩ Municipal Airport              |
| ④ Highlands Golf Course       | ⑪ Glenora Residential Area       |
| ⑤ Concordia College           | ⑫ Mayfair Golf Course            |
| ⑥ Borden Park and Zoo         | ⑬ Municipal Golf Course          |
| ⑦ Edmonton Exhibition Grounds |                                  |

FOLLOW THIS SIGN FOR  
A COMPLETE SCENIC

## CITY TOUR

- |   |                          |   |                         |
|---|--------------------------|---|-------------------------|
| ⑯ | General Hospital         | ㉐ | University High School  |
| ⑮ | Parliament Buildings     | ㉑ | Metropolitan Church     |
| ⑯ | High Level Bridge        | ㉒ | Queen Elizabeth Park    |
| ⑰ | Garneau Residential Area | ㉓ | Municipal Swimming Pool |
| ⑱ | University of Alberta    | ㉔ | City Power Plant        |
| ⑲ | University Hospital      | ㉕ | Macdonald Hotel         |



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